

First Digital Product Checklist

A simple, step-by-step checklist to help you create and sell your first digital product

DennisDigitalPro.com

STEP 1: IDEA

- Identify **one specific problem** you can help solve
- Choose **one clear audience** (beginners are perfect)
- Make sure the problem is practical and actionable
- Confirm people are searching for or talking about this problem online

Tip: You don't need a unique idea — you need a useful one.

STEP 2: PRODUCT FORMAT

- Choose a beginner-friendly format:
 - PDF guide
 - Checklist
 - Template
 - Planner
- Keep your first product **small and focused**
- Aim for clarity, not perfection

STEP 3: CONTENT CREATION

- Outline the main points or steps
- Write simple, easy-to-follow content
- Avoid overexplaining or adding fluff
- Create a clean cover page
- Save the final file as a **PDF**

STEP 4: PRICING

- Set a beginner-friendly price (\$5–\$29 is common)
- Price based on **value**, not page count
- Remember: your first product is about momentum

STEP 5: SELLING PLATFORM

- Choose where to sell:
 - Your website
 - Etsy
 - Gumroad
- Write a simple product description:
 - Who it's for
 - What problem does it solve
 - What's included
- Upload your product and test the checkout process

STEP 6: DELIVERY & AUTOMATION

- Ensure buyers receive instant access after purchase
- Double-check download links work properly
- Add your brand name and website to the product

STEP 7: GROWTH & NEXT STEPS

- Collect email addresses from buyers
- Ask for feedback and improve the product
- Create your next digital product
- Focus on building systems, not just single sales

FINAL REMINDER

- Progress beats perfection
- Done is better than perfect
- Your first product creates confidence

Ready to go further?

Explore premium toolkits designed to help you build faster and smarter.

 [Visit DennisDigitalPro.com](https://DennisDigitalPro.com)

Build once. Sell daily.

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