

# 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.**

Dennis Digital Pro