

MAKE IT real.

From your first idea to a digital product you can share.

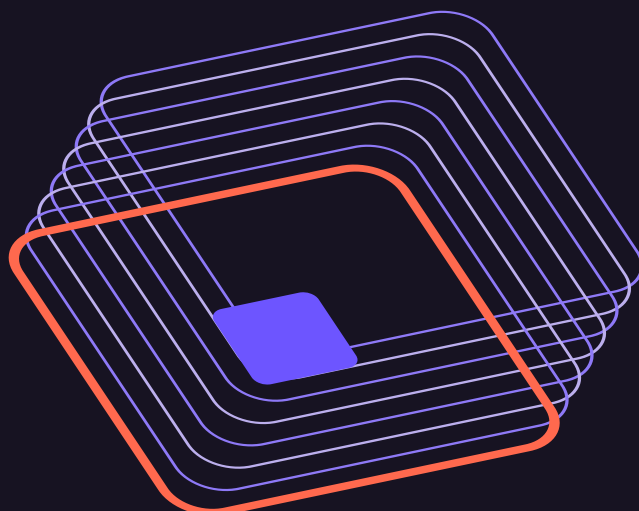
FROM IDEA TO A FIRST VERSION

A practical field guide for
creators who want to finish.

28 pages

6 fillable worksheets

1 continuous worked example



BEFORE YOU BEGIN

A good idea deserves a first version.

You do not need to build an entire business before you can make something valuable. Start with a clear problem, a modest promise and a result someone can actually use.

01 This book helps you choose.

Most first products do not improve because you add more topics, features or research. They improve when you decide who they are for, which moment you will make easier and exactly what belongs in the first version. Your reader needs a useful next step.

02 You will work on something concrete.

Across six chapters, you will move from a problem to an offer, from an offer to content and from content to a polished first version. Then you will prepare a simple introduction and choose what to improve. Each worksheet ends with a decision you can use immediately.

03 One example, carried all the way through.

You will follow Calm Week Start: a fictional workbook for freelancers who begin Monday buried in scattered tasks. It is a worked example, not a customer case or a sales result. Replace its choices with the details of your own project.

TAKE THIS WITH YOU

The ambition: finish one clear, considered and useful product.

BEFORE YOU BEGIN

From idea to something real.

Read in order. Use the worksheets. Keep your decisions small enough to carry out.

- | | | |
|----|---|----|
| 01 | Choose a real problem
A recognisable problem | 04 |
| 02 | Clarify your offer
A focused promise | 08 |
| 03 | Build something useful
A first version that helps | 12 |
| 04 | Design for the reader
A readable, considered file | 16 |
| 05 | Put your product out there
A clear introduction | 20 |
| 06 | Improve with intention
An informed next step | 24 |

TAKE THIS WITH YOU

The worksheets are fillable. Save the PDF file to keep your answers.

Choose one real problem.

01

A product begins with a difficult moment someone recognises. Find the words people use to describe it. Then decide what you will make.

Whose difficult moment
will I make easier?



WHAT YOU WILL LEAVE WITH

You will finish with a specific audience, a recognisable situation and one desired outcome.

01 / CHOOSE A REAL PROBLEM

Listen before you assume.

Have a few short conversations with people in your intended audience. Ask about something that already happened. A real example tells you more than an enthusiastic reaction to your idea.

01 When did you last run into this?

Ask about the situation, the moment and what the person was trying to do. Let them tell the story before you describe a solution. Write down the words they actually use.

02 What did you try?

Find out which steps, documents or tools they already use. What worked part of the way? Where did they still get stuck? This helps you fit your product around existing behaviour.

03 What would a useful outcome look like?

Make it observable: a completed overview, a chosen topic, a finished task. Ask what would become easier afterwards. Keep a wish separate from a concrete commitment.

TAKE THIS WITH YOU

After each conversation, write three lines: situation, obstacle, desired outcome. Then look for patterns.

01 / CHOOSE A REAL PROBLEM

A niche is not a problem yet.

Here is how the fictional Calm Week Start product moves from a broad topic to a small, recognisable moment.

TOO BROAD

I am making an e-book about productivity for anyone who is busy.

SPECIFIC

I help freelance creatives turn their scattered Monday tasks into a manageable weekly overview.

01

Audience

Freelance creatives working on several client projects. This choice makes the examples, language and worksheets more specific.

02

Difficult moment

Monday morning: ideas are in notes, commitments are in the calendar and tasks are spread across several lists. The first task is always figuring out what matters most.

03

Visible outcome

One weekly sheet with three priorities, fixed commitments and a first action. The example does not promise a perfect week or increased income. It delivers a useful overview.

TAKE THIS WITH YOU

The more specific the moment, the easier it is to explain why the product exists.

01 / CHOOSE A REAL PROBLEM

Your problem on one page.

Complete this before you write chapters or make design decisions. If you cannot describe it specifically yet, have another conversation first.

FILLABLE / SAVE AFTER COMPLETING

Who is it for?

Describe one recognisable type of reader and their situation.

At what moment do they get stuck?

Name a situation someone could remember experiencing.

What makes that moment difficult?

Use the words you heard in your conversations.

What should be different after using it?

Describe something the reader can point to, complete or do.

TAKE THIS WITH YOU

Decision: I will explore this problem further, or I will narrow it down first.

A clear promise. A focused offer.

02

A good offer connects the problem to a specific resource. The reader can see what it does, what is included and where its scope ends.

Clear enough
to tell someone else.



WHAT YOU WILL LEAVE WITH

You will finish with one offer sentence, a list of deliverables and a clear scope.

02 / CLARIFY YOUR OFFER

Write the promise in one sentence.

Use this as a working sentence: I help [audience] achieve [specific outcome] with [product format], so that [their next step becomes easier]. Remove words you cannot explain.

01 Name the result, not only the topic.

A guide about planning describes a topic. A workbook for completing a first weekly overview describes what the reader can do with it. Both may be accurate; the second is easier to picture.

02 Choose a format that fits.

Explanation and examples suit a guide. A repeatable action may benefit from a checklist. If the reader needs to fill something in, include a worksheet. Choose the format that helps solve the problem, rather than the one with the most parts.

03 Write down the boundary too.

Calm Week Start helps the reader create a weekly overview. It is not a complete project-management course. Deciding that early lets you leave out unnecessary chapters and finish your first version.

TAKE THIS WITH YOU

Read your offer sentence aloud. Can someone explain what they receive and what they will use it for?

02 / CLARIFY YOUR OFFER

Make the offer tangible.

A collection of files becomes a product when the parts work together to support a clear task.

TOO BROAD

A complete productivity package with lots of tips, tools and bonuses.

SPECIFIC

Calm Week Start: a short workbook and three fillable weekly sheets for planning your next week.

01 The guide

A concise explanation of the method, with one completed example. The reader can see how scattered tasks become a useful overview.

02 The worksheet

A blank version of the same overview. Its questions and sequence match the example, allowing the reader to apply it to their own situation.

03 The instructions

One page explaining where to start, which file to use and how to repeat the process next week. No extra system to learn first.

TAKE THIS WITH YOU

A strong first version contains enough to support the promise without becoming a second product.

02 / CLARIFY YOUR OFFER

Make your offer concrete.

Use everyday language. Write this for the future reader, not for a presentation about your business.

FILLABLE / SAVE AFTER COMPLETING

My offer sentence

I help ... with ... so that ...

What the reader receives

Name the files, examples or resources.

What is outside the first version

Which topics or features will you deliberately leave out?

How someone can see what the product does

Which real example or preview page will you show?

TAKE THIS WITH YOU

Decision: this is the offer I will build. I will save new ideas for later.

Build something someone can use.

A digital product does not need to contain everything about a topic. It needs to help the reader take the promised step. Structure the content around use, not around everything you know.

What should the reader be able to do after this page?



WHAT YOU WILL LEAVE WITH

You will finish with a logical outline, one completed section and a definition of done.

03 / BUILD SOMETHING USEFUL

Design the reader's route.

Start with the outcome and work backwards. What must someone decide, understand and do to get there? Put those steps in the order the reader will need them.

01 Starting point / Where are you now?

Describe a familiar situation and explain what the reader needs. In Calm Week Start, that means an existing calendar and scattered task lists. The reader does not need to create a new system first.

02 Decision / What comes first?

Explain one decision rule. Show a completed example. Then ask the reader to make the same decision in their own situation. Explanation, example and application belong together.

03 Application / Complete the task.

End a section with a tangible action: complete a field, make a choice or save a first version. Add a short check so the reader can decide whether they are ready to move on.

04 Repeat / Use it again.

Show how the reader can use the method again later. A simple resource may be valuable because it is repeatable, without needing more theory.

TAKE THIS WITH YOU

Complete one section first. Once it is useful, apply that structure to the rest.

03 / BUILD SOMETHING USEFUL

Give AI an editorial role.

Use AI to organise ideas, explore alternatives and expose gaps. You choose the direction, check the content and decide what the reader needs.

01 Start with a specific brief.

My reader is [audience]. They get stuck at [situation]. The product helps with [outcome]. Create an outline with no more than five sections. Give each section one action. Leave out [topics outside scope]. Ask questions when information is missing.

02 Draft one section.

Develop [section name]. Use a short explanation, one realistic example and an exercise. Write in plain language. Do not invent sources, customer results or personal experiences. Mark information I need to verify.

03 Request a critical reading.

Read as a beginner in my audience. Where is a step missing? Which terms are unexplained? Where does the text repeat itself? List the problems before suggesting changes. Keep the agreed promise and scope.

TAKE THIS WITH YOU

Check every factual statement and example. Fluent writing still needs editorial judgement.

03 / BUILD SOMETHING USEFUL

Define what done looks like.

Keep the first version from expanding indefinitely. Decide what it must contain and how you will know it is useful.

FILLABLE / SAVE AFTER COMPLETING

The route through my product

List the sections in the order the reader will use them.

My first completed section

Which explanation, example and action does it contain?

The files I will deliver

List the actual files, including worksheets and instructions.

My definition of done

Which four observable checks must version one pass?

TAKE THIS WITH YOU

Decision: I will finish this version first. Additional ideas go on a separate list.

Give quality a visible form.

04

Design helps the reader follow the content. Space, hierarchy and consistency turn a collection of text into a product people want to open.

Give every page
one clear purpose.



WHAT YOU WILL LEAVE WITH

You will finish with a small style guide, a polished sample page and a checked PDF file.

04 / DESIGN FOR THE READER

A small style guide is enough.

Choose a few rules and apply them consistently. The reader should recognise a chapter, explanation, example or exercise without learning a new layout on every page.



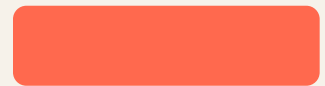
PAPER



INK



PRIMARY



ACCENT

01 Typography / Make the hierarchy visible.

Choose a readable face for body text and, if useful, a second for accents. Give headings clearly different weight and spacing. Use those heading styles throughout. Test long words and the punctuation your language needs.

02 Space / Give the page room.

Use generous outer margins and compact text blocks. Align text, fields and illustrations to the same invisible grid. Empty space is useful when it creates distinction or gives the reader room to think.

03 Colour / Give accents a job.

Start with dark text, a calm background and one main colour. Add another accent only for a clear purpose, such as an exercise or next step. Do not rely on colour alone to convey meaning.

TAKE THIS WITH YOU

Design three pages first: a chapter opener, an explanation and a worksheet. Use them as your design system.

04 / DESIGN FOR THE READER

Check the actual file.

The export is part of your product. Open the final file on a computer and a phone. Review it as if you were receiving it for the first time.

01 Text and readability

Are headings, paragraphs and fields readable? Can you select and enlarge text? Are words, symbols and page numbers intact? Check the bottom lines of every page too.

02 Navigation and links

Do the contents and page numbers agree? Open every important link. Check that it reaches the intended page, in the correct language, without an unnecessary detour.

03 Examples and exercises

Are examples clearly identified? Does each exercise have enough instruction? Test fillable fields, save the file and reopen it to check that answers are retained.

04 A first-time reader

Ask someone to use one section without your verbal explanation. Find out where they hesitated and what they could do afterwards. An observation is more useful than simply asking whether it looks good.

TAKE THIS WITH YOU

Fix anything that gets in the way of use first. Then polish the details that make the product distinctive.

04 / DESIGN FOR THE READER

Your design and export review.

Record the important choices so that the next chapter or revision still feels like the same product.

FILLABLE / SAVE AFTER COMPLETING

My design rules

Body text, headings, background, accent colour and margins.

What I found in the file check

Note problems with text, line breaks, links or form fields.

What my first-time reader noticed

Record specific moments of hesitation or difficulty.

The three improvements I will make now

Start with readability and usefulness.

TAKE THIS WITH YOU

Decision: I have checked the first version as a real file, not only as a design.

Put your product out there.

You do not need a complicated launch to introduce a first version. Help someone understand the offer, see a real example and know what to do next.

Make it easy
to understand and to try.



WHAT YOU WILL LEAVE WITH

You will finish with a clear sales page, a short introduction sequence and a manageable plan.

05 / PUT YOUR PRODUCT OUT THERE

A sales page is a conversation.

Answer the questions a new visitor is likely to ask, in a useful order. Use the words from your conversations and show what is actually inside the product.

01 Do I recognise my situation?

Start with the audience, the difficult moment and the specific outcome. For Calm Week Start: turn scattered Monday tasks into one workable weekly overview.

02 What exactly do I receive?

Show the parts, file format and how to use them. Include a real page or a completed worksheet. A strong cover attracts attention; a useful preview makes the contents tangible.

03 Is this a fit for me?

Explain which situation the product is designed for, what the reader needs and what is outside its scope. Answer real questions you heard earlier.

04 What is my next step?

Give the button a clear purpose and label. Show the amount and billing format where the decision is made. Test the route yourself, including the checkout and the confirmation after a successful purchase.

TAKE THIS WITH YOU

After one minute, ask a new reader: who is this for, what do I get and where do I continue?

05 / PUT YOUR PRODUCT OUT THERE

Seven messages. One clear story.

For readers who have chosen to hear from you. Give each email one useful point and an appropriate next step.

- 01 Welcome and starting point**
Deliver what you promised. Offer one first step and explain what the reader can expect next.
- 02 A recognisable moment**
Describe the situation your product helps with. Use a concrete example, rather than a broad claim.
- 03 A small application**
Share one insight or exercise the reader can use immediately. Show how your approach works.
- 04 A look inside**
Show a real page and explain how to use it. Connect the preview to the product promise.
- 05 Answer a real question**
Address a practical question about time, prior knowledge, file format or how to use the product.
- 06 A worked example**
Walk through one situation step by step. Clearly identify a fictional example as an example.
- 07 A clear invitation**
Summarise who the product is for and give one clear next step. Use a deadline only when it is real.

TAKE THIS WITH YOU

Read the messages together. They should feel like one story with one recognisable offer.

05 / PUT YOUR PRODUCT OUT THERE

Your first introduction plan.

Choose a route you can carry out and follow up yourself. A small, considered introduction can give you useful feedback.

FILLABLE / SAVE AFTER COMPLETING

The message I will start with

Which situation will the reader recognise, and what resource will I show?

Where I can reach the right people

Choose one existing channel and an appropriate way to share.

The specific next step I will offer

For example: open a preview page or view the offer.

How I will follow up

When will I review questions, what will I record and what happens next?

TAKE THIS WITH YOU

Decision: one message, one channel and one clear moment to review.

Improve with intention.

06

A first version is a starting point. Observe how it is used, read the questions and check the route. Then choose one change you can explain.

Change something
because you learned something.



WHAT YOU WILL LEAVE WITH

You will finish with a checked journey, one improvement and a concrete next work session.

06 / IMPROVE WITH INTENTION

Measure a journey, not isolated numbers.

A visit is not a purchase. Distinguish the stages and check that your measurements actually match the current pages and buttons.

01

**Page
viewed**

02

**Action
clicked**

03

**Checkout
opened**

04

**Purchase
confirmed**

01 Check the mechanics first.

Click the buttons, including on a phone. Do they open the intended page? Does a form link reach the form? Is the checkout journey you measure still the one a visitor follows?

02 Read the context too.

A zero count can have several causes: an incorrect step, a missing event or visitors choosing not to continue. Look at the page, the journey and the questions before deciding on a cause.

03 Choose one question to investigate.

For example: do people understand what they receive? Is the next step visible? Does checkout work? Change one relevant element and record what you observe afterwards.

TAKE THIS WITH YOU

Use counts as a clue. Combine them with a working journey and specific reader feedback.

06 / IMPROVE WITH INTENTION

A finishing week for version one.

Use this as a working sequence. If you need more time, spread the steps across several weeks.

- 01 Choose the problem**
Review your conversations. Choose one audience, one difficult moment and one specific outcome.
- 02 Narrow the offer**
Write the offer sentence. List the deliverables and what will stay outside version one.
- 03 Map the route**
Create the outline. Give each section one action for the reader.
- 04 Build one version**
Write, review and complete the worked example. Finish the content before expanding it.
- 05 Design the file**
Apply your style guide. Make the cover, worksheets and navigation consistent.
- 06 Test the experience**
Check the export, involve a first-time reader and walk through the website and checkout journey.
- 07 Share and record**
Introduce your first version. Collect questions and choose one improvement for the next round.

TAKE THIS WITH YOU

Finished means your agreed version is useful. It does not mean you will never improve it again.

06 / IMPROVE WITH INTENTION

One clear next step.

Finish this guide with a decision that fits into your schedule. Make the next work session specific enough to start.

FILLABLE / SAVE AFTER COMPLETING

What I have actually made

Name a file, a completed example or a working page.

What I learned from its use

Which specific question, observation or error will I address?

My one next improvement

Describe the change and why it will help the reader.

What I will do in my next session

When will I start, what comes first and when is that step done?

TAKE THIS WITH YOU

Save your completed copy. Use your decisions as the starting point for the next round.

Make something you can share.

A recognisable problem. A clear offer. A useful product. A considered presentation. A next step that works.

You do not need to finish everything at once. Start with one product you can complete with care.

Explore the Launch90 workspace for your product, website, funnel, emails and promotion.

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