

# Digital product planner

Templates, ebooks, printables or courses. Plan, build and sell one at a time.

Name _____ Year _____

# Idea check

Answer before you open a design tool.



| | |
|---|---|
| Product | |
| Who it is for | |
| What they search for | |
| Problem it solves | |
| Format | |

## What already sells

| Product | Price | What buyers like | What is missing |
|---|---|---|---|
| | $ | | |
| | $ | | |
| | $ | | |
| | $ | | |
| | $ | | |
| | $ | | |
| | $ | | |
| | $ | | |

## How mine will be better

## Smallest version I can make

# Product blueprint

One page per product.



Product _____ Finish by _____

## What is inside

| | Page, file or lesson | Notes |
|---|---|---|
| ☐ | | |
| ☐ | | |
| ☐ | | |
| ☐ | | |
| ☐ | | |
| ☐ | | |
| ☐ | | |
| ☐ | | |
| ☐ | | |
| ☐ | | |
| ☐ | | |
| ☐ | | |

## Finish

- ☐ Proofread
- ☐ Test print or test run
- ☐ Check fonts and license
- ☐ Export final files
- ☐ Write instructions
- ☐ Make cover image
- ☐ Make 3 preview images

## Price it

| | |
|---|---|
| Hours spent | _____ |
| Costs | _____ |
| Fees per sale | _____ |
| Price | _____ |
| Sales to break even | _____ |

Free from **onlinemoneyhacks.com**. Personal use only.

# Listing planner

Write the listing before you upload.

| | |
|---|---|
| Title | |
| Main keyword | |
| Price | |
| Category | |

## First two lines of the description

## What the buyer gets

## Tags or keywords

## Images needed

- [ ] Cover
- [ ] Inside pages
- [ ] Size and format
- [ ] How it works
- [ ] Reviews or FAQ

Free from **onlinemoneyhacks.com**. Personal use only.

# Product line-up

Everything you sell and everything you plan to.

| Product | Status | Price | Live on | Sold | Revenue | Update by |
|---|---|---|---|---|---|---|
| | | $ | | | $ | |
| | | $ | | | $ | |
| | | $ | | | $ | |

# Promotion plan

Four weeks of small, repeatable jobs.



Product _____ Month _____

## Week 1

Pins or posts _____

Email _____

Free sample _____

Reply or comment _____

Result _____

## Week 2

Pins or posts _____

Email _____

Free sample _____

Reply or comment _____

Result _____

## Week 3

Pins or posts _____

Email _____

Free sample _____

Reply or comment _____

Result _____

## Week 4

Pins or posts _____

Email _____

Free sample _____

Reply or comment _____

Result _____

## What I posted

| Date | Where | Image or hook | Clicks | Sales |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

# Sales log

Orders with fees taken out.



Month _____ Year _____

| Date | Shop | What I did or sold | Amount | Fees | Kept | Paid |
|---|---|---|---|---|---|---|
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | | $ | $ | $ | ☐ |
| | | Total | $ | $ | $ | |

Free from **onlinemoneyhacks.com**. Personal use only.