

MASTER PROMPT LIBRARY

The Afternoon Product

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AFFILIATE Q&A PROMPT

The Afternoon Product

PURPOSE

Use this prompt when a current or potential affiliate asks a question about your product, offer, commission, promotional materials, audience, sales performance, or affiliate program.

Your job is to help me prepare an accurate and professional response.

Experienced affiliates may ask direct questions about numbers, conversion rates, commissions, refunds, traffic sources, funnel structure, or previous promotions.

Never invent an answer simply because providing a number would make the offer sound more attractive.

STEP 1: AFFILIATE QUESTION

AFFILIATE MESSAGE OR QUESTION:

[PASTE THE AFFILIATE'S MESSAGE]

STEP 2: OFFER INFORMATION

Provide whatever information is available.

PRODUCT NAME:

[ENTER PRODUCT NAME]

PRODUCT URL:

[ENTER URL]

AFFILIATE / JV URL:

[ENTER URL IF AVAILABLE]

TARGET BUYER:

[DESCRIBE TARGET BUYER]

PRICE:

[ENTER PRICE]

COMMISSION:

[ENTER COMMISSION]

MARKETPLACE:

[EXAMPLE: WARRIORPLUS]

PRODUCT DESCRIPTION:

[DESCRIBE PRODUCT]

PRIMARY OUTCOME:

[WHAT DOES THE PRODUCT HELP THE BUYER ACCOMPLISH?]

STEP 3: PERFORMANCE INFORMATION

Only enter numbers that are actually known.

SALES:

[ENTER OR LEAVE BLANK]

VISITORS / CLICKS:

[ENTER OR LEAVE BLANK]

CONVERSION RATE:

[ENTER OR LEAVE BLANK]

EPC:

[ENTER OR LEAVE BLANK]

REFUND RATE:

[ENTER OR LEAVE BLANK]

AVERAGE ORDER VALUE:

[ENTER OR LEAVE BLANK]

UPSELL CONVERSION:

[ENTER OR LEAVE BLANK]

OTHER PERFORMANCE DATA:

[ENTER OR LEAVE BLANK]

If a field is blank, treat the information as unknown.

Do not estimate performance data unless I specifically ask you to calculate a metric from actual numbers I provide.

STEP 4: FUNNEL INFORMATION**FRONT-END PRODUCT:**

[ENTER PRODUCT AND PRICE]

ORDER BUMP:

[ENTER OR LEAVE BLANK]

UPSELL 1:

[ENTER OR LEAVE BLANK]

UPSELL 2:

[ENTER OR LEAVE BLANK]

ADDITIONAL OFFERS:

[ENTER OR LEAVE BLANK]

AFFILIATE COMMISSION THROUGH FUNNEL:

[DESCRIBE OR LEAVE BLANK]

Do not assume affiliates receive commission on every part of the funnel unless I explicitly provide that information.

STEP 5: PROMOTIONAL INFORMATION**PROMO MATERIALS AVAILABLE:**

[EMAIL SWIPES, BANNERS, SOCIAL POSTS, ETC.]

LAUNCH DATE:

[ENTER OR LEAVE BLANK]

PROMOTION PERIOD:

[ENTER OR LEAVE BLANK]

CONTEST:

[ENTER OR LEAVE BLANK]

BONUS:

[ENTER OR LEAVE BLANK]

SPECIAL AFFILIATE TERMS:

[ENTER OR LEAVE BLANK]

Do not invent promotional incentives.

STEP 6: OPTIONAL REFERENCE MATERIAL**I may provide additional material such as:**

Sales page.

Product.

Affiliate page.

Marketplace listing.

Promotional swipe.

Previous affiliate correspondence.

Performance report.

REFERENCE MATERIAL:

[PASTE OR ATTACH MATERIAL]

Use supplied material when answering the affiliate.

STEP 7: UNDERSTAND THE QUESTION

Before preparing a response, determine exactly what the affiliate wants to know.

Common affiliate questions include:

What is the commission?
What does the product cost?
Who is the target buyer?
What does the product do?
How does the product differ from similar offers?
What are the conversion rates?
What is the EPC?
What is the refund rate?
How many copies have sold?
What traffic has been tested?
Does the funnel have upsells?
Do affiliates receive commission on the upsells?
What promotional materials are available?
Can I review the product?
Can I get review access?
When does the offer launch?
Is the offer evergreen?
Are there affiliate contests?
Can I create a bonus?
Can I use paid traffic?
Can I use email traffic?
Are there restricted traffic sources?
How are customers supported?
What is the refund policy?
What marketplace is handling the transaction?
When are commissions paid?
Identify every question contained in the message.
Affiliates may ask several questions at once.

STEP 8: ANSWER FROM KNOWN INFORMATION

Use the information I supplied to answer each question.

Distinguish between:

KNOWN

Information I provided or information clearly contained in supplied reference material.

CALCULABLE

Information that can be accurately calculated from numbers I provided.

UNKNOWN

Information that has not been supplied.

NEEDS VERIFICATION

Information that may exist but needs to be checked before answering.

Do not convert UNKNOWN information into an estimate merely to make the response complete.

STEP 9: PERFORMANCE QUESTIONS

Treat performance questions carefully.

If the affiliate asks for:

Conversion rate

EPC

Refund rate
Average order value
Sales volume
Upsell conversion
Traffic performance
use actual numbers only.

If enough raw information is supplied, calculate the metric.

CONVERSION RATE:

$\text{Sales} \div \text{Visitors} \times 100$

EPC:

$\text{Affiliate revenue} \div \text{Affiliate clicks}$

REFUND RATE:

$\text{Refunds} \div \text{Sales} \times 100$

AVERAGE ORDER VALUE:

$\text{Total revenue} \div \text{Number of orders}$

Show calculations internally when useful, but the customer-facing response generally needs only the resulting metric.

STEP 10: NEW OFFERS WITHOUT DATA

A new offer may not have meaningful performance data yet.

That is acceptable.

If an affiliate asks for performance information that does not exist, prepare a straightforward answer.

For example:

"The offer is new, so I don't have enough traffic through it yet to give you a conversion rate or EPC I'd consider meaningful."

If appropriate, continue with information that is known:

Price.

Commission.

Audience.

Product.

Sales angle.

Funnel.

Review access.

Promotional materials.

Do not apologize for having a new offer.

Do not invent early performance numbers.

STEP 11: SMALL DATA SETS

Be careful with metrics based on very little traffic.

For example:

2 sales from 20 visitors technically represents a 10% conversion rate.

That does not mean we should present 10% as an established conversion rate.

If the sample is small, explain that the result is preliminary.

Use language such as:

"Early traffic is converting at approximately 10%, although the sample is still small."

Only do this when the underlying numbers were actually supplied.

STEP 12: AFFILIATE FIT QUESTIONS

If the affiliate asks whether the product fits their audience, compare:

Their known audience.

The target buyer.

The problem solved.

The price.

The sales angle.

Related products they promote.

If information about their audience is missing, do not pretend to know it.

You may suggest what type of audience is most likely to respond.

STEP 13: REVIEW ACCESS

If an affiliate asks for review access, do not automatically promise access.

Check whether I supplied a review-access policy.

If review access is available, explain how they can obtain it using the information I supplied.

If no policy is supplied, flag the request for me.

Do not invent:

Login credentials.
Download URLs.
Coupon codes.
Marketplace access.
Approval status.

STEP 14: AFFILIATE APPROVAL

Do not tell someone they have been approved as an affiliate unless I explicitly provide that information.
If they ask for approval and the decision has not been made, flag it for me.
If useful, prepare a response acknowledging the request without making the decision.

STEP 15: TRAFFIC QUESTIONS

If the affiliate asks whether a traffic source is allowed, use only supplied marketplace rules or my stated policy.

Examples:

Email traffic.
PPC.
Facebook Ads.
Google Ads.
YouTube Ads.
Social media.
SEO.
Review sites.
Bonuses.
Incentivized traffic.
Trademark bidding.
Do not invent affiliate program restrictions.
If the policy is unknown, identify the question for verification.

STEP 16: REFUNDS AND CUSTOMER SUPPORT

If asked about refunds, support, or guarantees, use the actual policies I provide.

Do not create:

Refund periods.
Money-back guarantees.
Support response times.
Service commitments.
If this information is missing, flag it.

STEP 17: AFFILIATE QUESTIONS THAT REVEAL A PROBLEM

Sometimes an affiliate's question exposes something missing from the offer.

Examples:

No clear target buyer.
No affiliate page.
No promotional emails.
No review copy process.
No traffic policy.
No refund policy.
No performance tracking.
No clear funnel description.

When this happens, answer what can be answered and identify the missing asset or decision in the INTERNAL NOTE.

STEP 18: RESPONSE STYLE

Write like one business owner communicating with another.
Be clear.
Be concise when the question is simple.
Provide detail when the affiliate asks a technical or performance question.
Do not oversell.
Do not sound desperate for the promotion.
Do not use exaggerated praise.
Do not pretend to have an existing relationship.
Do not bury the answer beneath a long introduction.
Experienced affiliates generally want useful information quickly.

STEP 19: PRESERVE CREDIBILITY

Never invent:

Sales.
Conversion rates.
EPC.
Refund rates.
Customer counts.
Affiliate counts.
Traffic volume.
Rankings.
Awards.
Launch results.
Testimonials.
Funnel performance.
Commission terms.
Contest prizes.
Bonuses.
Deadlines.
Approval status.

A straightforward "I don't have enough data yet" is preferable to providing a number that cannot be supported.

STEP 20: LOOK FOR THE NEXT ACTION

After answering the affiliate's question, determine whether there is an appropriate next action.

Examples:

Send them the affiliate page.
Provide promotional materials.
Give them review access.
Ask them to apply for affiliate approval.
Send them the sales page.
Provide launch dates.
Answer a follow-up question.
Confirm a promotional date.
Only include a next action when it naturally follows from the conversation.
Do not force a call to action into every response.

FINAL CHECK

Before returning the response, verify:

Did we answer every question they asked?
Are all numbers based on supplied data?
Did we accidentally imply that preliminary data is established performance?
Did we invent any policies?
Did we promise affiliate approval?
Did we promise review access?
Did we misrepresent the funnel?
Did we answer questions that actually require my decision?
Is the response appropriately concise?
Does it sound like a real business conversation?
Correct any problems before returning the response.

FINAL OUTPUT

Return:

1. QUESTION ANALYSIS

Briefly identify what the affiliate is asking.

For each question classify the answer as:

KNOWN

CALCULABLE

UNKNOWN

NEEDS VERIFICATION

2. RECOMMENDED RESPONSE

Write the complete response I can send to the affiliate.

Do not include internal analysis in the response.

3. INTERNAL NOTE

Include this only when necessary.

Identify:

Information I need to verify.

A decision I need to make.

Missing performance information.

A missing affiliate asset.

A request for review access.

An approval request.

A policy question.

Anything else I should handle personally.

4. SUGGESTED NEXT ACTION

Include this only when there is a logical next step.

AFFILIATE SNOOPER PROMPT

The Afternoon Product

PURPOSE

Use this prompt with an AI browser extension while researching affiliate marketplaces, product listings, launch calendars, vendor pages, search results, websites, or other publicly accessible sources.

Your job is to help me identify potential affiliates who already appear to reach buyers interested in products similar or complementary to mine.

We are looking for evidence of audience overlap.

The objective is to create a focused prospect list that I can investigate and contact about promoting my product.

STEP 1: MY PRODUCT

PRODUCT NAME:

[ENTER PRODUCT NAME]

PRODUCT DESCRIPTION:

[DESCRIBE THE PRODUCT]

TARGET BUYER:

[DESCRIBE THE PERSON MOST LIKELY TO BUY]

PRIMARY PROBLEM:

[WHAT PROBLEM DOES THE PRODUCT SOLVE?]

PRIMARY OUTCOME:

[WHAT DOES IT HELP THE BUYER ACCOMPLISH?]

PRICE:

[ENTER PRICE]

AFFILIATE COMMISSION:

[ENTER COMMISSION IF KNOWN]

PRODUCT URL:

[OPTIONAL]

AFFILIATE / JV PAGE:

[OPTIONAL]

STEP 2: DEFINE THE AFFILIATE PROFILE

Before searching, determine what types of affiliates would logically have access to this buyer.

Consider:

Vendors selling similar products.

Vendors selling complementary products.

People who have launched products to the same audience.

Email marketers in the niche.

Content creators serving the same audience.

Bloggers or publishers serving the niche.

Educators and trainers.

Software companies with complementary audiences.

Service providers serving the same market.

Communities or publishers with relevant audiences.

We are primarily interested in people or businesses that have evidence of reaching the target buyer.

Do not assume someone is a good affiliate simply because they discuss the general niche.

STEP 3: SEARCH THE MARKETPLACE

Begin with the marketplace or website currently available to you.

Search for products related to:

The same problem.

The same target buyer.

The same desired outcome.

Adjacent problems.

Products someone might purchase immediately before or after mine.

For each relevant product, investigate whatever public information is available.

Look for:

Product name.

Vendor.

Launch date.

Category.

Sales indicators.

Conversion indicators.

Affiliate activity.

Popularity.

Marketplace ranking.

Related products.

Vendor profile.

Affiliate information.

Only report information you can actually observe.

Do not invent marketplace statistics that are hidden or unavailable.

STEP 4: WORK BACKWARD FROM PRODUCTS

One of the easiest ways to find potential affiliates is to identify people already selling to the same audience.

When you find a relevant product, investigate:

Who created it?

What other products have they sold?

Who appears to promote their products?

Do they promote products from other vendors?

Do they have an email list?

Do they publish content?

Do they operate a website?

Do they have a public affiliate or JV contact method?

Do they have social profiles associated with their business?

The objective is to move from:

RELATED PRODUCT

to:

VENDOR / PROMOTER

to:

POTENTIAL AFFILIATE

STEP 5: LOOK FOR COMPLEMENTARY SELLERS

Do not restrict the research to direct competitors.

Complementary sellers can make excellent affiliates.

For example, if my product teaches:

HOW TO CREATE A DIGITAL PRODUCT

potential affiliates might sell:

Email marketing training.

Affiliate marketing training.

Traffic training.

Landing page software.

Copywriting products.

AI marketing tools.

Productivity tools.

Canva training.

Online business training.

Their customers may logically need my product even though the affiliate does not sell the same solution.

Identify these relationships when the evidence supports them.

STEP 6: IDENTIFY ACTIVE SELLERS

Give preference to people who appear to be currently active.

Look for recent evidence such as:

Recent product launches.
Recent marketplace activity.
Recent emails or promotions visible publicly.
Recent website updates.
Recent YouTube videos.
Recent social media activity.
Recent affiliate promotions.
Current product listings.

Do not discard an established marketer simply because they have been in the market for years.

The question is whether there is evidence that they still reach the audience.

STEP 7: INVESTIGATE EACH PROSPECT

For every promising affiliate prospect, gather as much publicly available information as practical.

Record:**NAME****COMPANY / BRAND****WEBSITE****MARKETPLACE PROFILE****RELEVANT PRODUCTS****AUDIENCE****WHY THEIR AUDIENCE OVERLAPS WITH MINE****EVIDENCE THEY ARE ACTIVE****EVIDENCE THEY PROMOTE PRODUCTS****PUBLIC CONTACT METHOD****SOCIAL PROFILES****NOTES**

Do not guess email addresses.

Do not manufacture contact information.

If you cannot find a public contact method, state:

No public contact method found.

STEP 8: CONTACT INFORMATION

Look for legitimate public business contact information.

Possible sources include:

Official website contact page.
Public business email.
JV page.
Affiliate page.
Marketplace profile.
Public social media profile.
YouTube channel information.
Business contact form.

When possible, distinguish between:**SUPPORT CONTACT**

and:

BUSINESS / JV CONTACT

A support address may not be the best place for an affiliate proposal.

If only a support contact exists, record that fact rather than pretending it is a dedicated JV contact.

STEP 9: DETERMINE WHY THEY MIGHT CARE

For each strong prospect, determine why this particular offer might interest them.

Consider:

Their audience already buys this type of product.

The product complements something they sell.

The product solves the next problem their customers encounter.

The price makes it an easy recommendation.

The commission structure may be attractive.

The product could provide useful content for their audience.

The product could lead into one of their own products.

The offer fills a gap in their existing product line.

Use evidence whenever possible.

Do not claim to know the prospect's motivations.

STEP 10: FIND A PERSONALIZATION HOOK

For each strong prospect, identify one legitimate detail that could be referenced when contacting them.

Examples:

A relevant product they launched.

A recent video.

A related article.

A marketplace listing.

A complementary offer.

A specific audience they serve.

The personalization should demonstrate that I know who I am contacting.

Do not manufacture familiarity.

Do not write:

"I've been following your work for years."

unless I explicitly tell you that is true.

STEP 11: DO NOT SPAM

The objective is targeted outreach.

Do not create a list of thousands of scraped addresses.

Do not recommend blasting the same message indiscriminately.

Favor a smaller number of prospects where there is a clear reason the product fits their audience.

STEP 12: BUILD THE AFFILIATE PROSPECT LIST

Create an AFFILIATE PROSPECT LIST.

Use these columns:

PROSPECT

BRAND

WEBSITE

RELEVANT PRODUCT / CONTENT

AUDIENCE OVERLAP

PROMOTION EVIDENCE

ACTIVITY EVIDENCE

PUBLIC CONTACT

PERSONALIZATION HOOK

WHY THE OFFER MAY FIT

SOURCE

Whenever possible, include direct URLs to the public sources used during the research.

STEP 13: GROUP THE PROSPECTS

After building the list, organize prospects into useful categories.

For example:

DIRECT MARKETPLACE SELLERS

People selling closely related products.

COMPLEMENTARY SELLERS

People whose products serve the same buyer but solve a different problem.

CONTENT CREATORS

People reaching the audience through YouTube, blogs, newsletters, podcasts, or social media.

SERVICE PROVIDERS

Businesses serving the same market that may have customers interested in the product.

OTHER STRATEGIC PARTNERS

Relevant prospects that do not fit the categories above.

Only create categories that actually contain prospects.

STEP 14: PRIORITIZE OUTREACH

Do not create an arbitrary numerical score.

Instead, classify each prospect by outreach priority:

STRONG FIT

There is clear evidence of substantial audience overlap and a logical reason to promote the product.

POSSIBLE FIT

There is meaningful audience overlap, but promotion behavior or product alignment is less clear.

RESEARCH FURTHER

The prospect appears relevant, but there is not yet enough information to justify outreach.

Explain the evidence behind each classification.

STEP 15: LOOK FOR RELATIONSHIPS

After researching individual prospects, look for connections between them.

Examples:

Several vendors appear in the same launches.

The same people promote one another.

Several products target the same customer problem.

A particular creator appears connected to multiple vendors.

A group of sellers repeatedly participates in the same marketplace.

Several prospects appear to serve the same micro-niche.

These patterns may reveal where the active affiliate network exists.

Describe any useful patterns you can support with evidence.

STEP 16: RECOMMEND THE OUTREACH ANGLE

For each STRONG FIT prospect, recommend a brief outreach angle.

Do not write the complete outreach message yet.

Instead provide:

WHY I AM CONTACTING THEM

WHAT PART OF MY PRODUCT IS MOST RELEVANT TO THEIR AUDIENCE

WHAT EVIDENCE OR PRODUCT DETAIL I SHOULD MENTION

WHAT I SHOULD ASK THEM TO DO

Example:

WHY I AM CONTACTING THEM:

They recently launched a beginner affiliate marketing product.

RELEVANT ANGLE:

Their customers need simple products of their own to promote or sell.

PERSONALIZATION:

Reference their recent beginner affiliate product.

ASK:

Invite them to review the offer and consider promoting it.

Keep the reasoning specific to the prospect.

STEP 17: VERIFY BEFORE REPORTING

Before including a prospect, verify that:

The person or company actually exists.

The website belongs to the correct person or company.

The referenced product actually exists.

The contact information is publicly available.

The prospect has a reasonable relationship to the target audience.

The evidence supports the statements you make.

Do not infer that someone is an affiliate solely because they sell digital products.

STEP 18: RESEARCH LIMITATIONS

Be explicit about anything you cannot access.

For example:

Marketplace data may require login.

Affiliate sales may not be publicly visible.

Email lists cannot normally be inspected directly.

Some social profiles may be private.

Some marketplace metrics may represent ranges rather than exact sales.

Some contact information may not be publicly available.

Do not convert missing information into assumptions.

FINAL OUTPUT

Return the research in this order:

1. AFFILIATE PROFILE

Summarize the types of affiliates most likely to fit this offer.

2. SEARCHES PERFORMED

List the marketplaces, searches, product categories, websites, or other sources investigated.

3. AFFILIATE PROSPECT LIST

Provide the complete prospect table.

4. STRONG FIT PROSPECTS

Provide the strongest prospects with:

Name.

Relevant product or audience.

Why the fit exists.

Public contact method.

Personalization hook.

Recommended outreach angle.

Sources.

5. POSSIBLE FIT PROSPECTS

Provide prospects worth considering but where the evidence is weaker.

6. RESEARCH FURTHER

List potentially relevant prospects where important information is still missing.

7. MARKET OBSERVATIONS

Summarize useful patterns discovered during the research, including:

Common products.

Active sub-niches.

Frequently appearing sellers.
Possible affiliate clusters.
Complementary markets.
Other opportunities revealed by the research.

8. NEXT ACTIONS

Create a practical outreach list beginning with the strongest prospects.

Do not send messages or contact anyone.

Prepare the research so I can use the Done-For-You Affiliate Messages or Affiliate Q&A Prompt for the next step.

BUYER SUPPORT PROMPT

The Afternoon Product

PURPOSE

Use this prompt when a customer asks a question about your digital product and you need help preparing an accurate, useful response.

You can provide the product itself for reference, or use the prompt without it for general customer questions.

The objective is to answer the customer's actual question clearly and professionally while avoiding invented information.

STEP 1: PROVIDE THE CUSTOMER'S QUESTION

CUSTOMER QUESTION:

[PASTE THE CUSTOMER'S MESSAGE]

STEP 2: PROVIDE THE PRODUCT

If the question relates to the contents or instructions of the product, provide the product below.

PRODUCT:

[PASTE OR ATTACH PRODUCT]

If no product is provided, work only from the information available in the customer's message and any additional context I provide.

Do not pretend to have reviewed material that was not provided.

STEP 3: ADD OPTIONAL CONTEXT

PRODUCT NAME:

[ENTER PRODUCT NAME]

CUSTOMER NAME:

[ENTER NAME IF DESIRED]

MY BUSINESS / BRAND:

[ENTER NAME IF RELEVANT]

SUPPORT POLICY:

[ENTER POLICY IF RELEVANT]

ADDITIONAL INFORMATION:

[ENTER ANYTHING ELSE THE AI SHOULD KNOW]

ANALYZE THE QUESTION

Before writing the response, determine what the customer is actually asking.

Classify the question as one or more of the following:

Product instruction

Clarification

Troubleshooting

Technical problem

Implementation question

Strategy question

Missing information

Product access

Billing

Refund

Complaint

Feature request

Question outside the scope of the product

Then determine whether the supplied information is sufficient to answer accurately.

USE THE PRODUCT AS YOUR PRIMARY REFERENCE

If I provide the product, inspect it before answering.

Locate the sections relevant to the customer's question.

Base your answer on those instructions whenever possible.

Do not contradict the product unless you identify an actual error or inconsistency.

If the product already answers the question, explain the answer in a clearer or more personalized way rather than simply telling the customer to read the product.

HELP THE CUSTOMER IMPLEMENT THE ANSWER

When the customer is asking how to do something, provide practical instructions.

For example, instead of:

"You'll want to research your niche first."

Explain:

Where they should research.

What they should search for.

What information they should record.

How they should determine whether they found something useful.

What they should do next.

Answer at the level necessary to get the customer moving again.

WHEN THE PRODUCT DOES NOT CONTAIN THE ANSWER

A customer's question may go beyond the material in the product.

When that happens, determine whether you can still provide a reliable general answer.

If you can answer confidently from established knowledge, provide the answer and make clear that you are supplying additional guidance beyond the product.

If the answer depends on information you do not have, do not invent it.

Examples include:

Account-specific information

Order information

Refund eligibility

Login credentials

Current platform policies

Current pricing

Software behavior you cannot verify

Business policies I have not supplied

Technical errors requiring additional information

When necessary, tell me what information I need to obtain before responding.

CURRENT INFORMATION

Some customer questions may involve information that changes over time.

Examples include:

Platform rules

Software interfaces

Pricing

Marketplace requirements

Payment processor policies

Advertising policies

Social media rules

Technical specifications

If you have browsing or research capabilities, verify current information before relying on it.

If you cannot verify information that needs to be current, flag it for me rather than guessing.

TROUBLESHOOTING QUESTIONS

When the customer reports that something is not working, identify the likely failure point before recommending a solution.

Look for information such as:

What they were trying to accomplish.

What steps they followed.

What they expected to happen.

What actually happened.

Any error message they received.

Which software, service, or platform they were using.

What they have already tried.

If important information is missing, prepare a concise follow-up question that obtains what is needed.

Do not bury the customer under a large troubleshooting checklist when one or two questions would identify the problem.

CUSTOMER MISTAKES

Customers will sometimes misunderstand instructions or make mistakes.

Correct the issue without talking down to them.

Explain:

What appears to have happened.

What they should change.

How to correct it.

What result they should expect afterward.

Do not blame the customer.

COMPLAINTS

If the customer is frustrated or complaining, address the substance of the complaint.

Do not produce an exaggerated customer-service apology.

Acknowledge legitimate inconvenience when appropriate, then move quickly toward resolving the issue.

Do not admit fault, promise compensation, authorize refunds, extend subscriptions, or make commitments on my behalf unless I have explicitly instructed you to do so.

REFUNDS AND BILLING

Never invent a refund policy.

Never tell a customer that a refund has been approved.

Never claim that a payment has been received, refunded, declined, or canceled unless I provide that information.

If the customer asks about billing and the necessary account information is unavailable, prepare a response requesting the minimum information needed to investigate.

QUESTIONS OUTSIDE THE PRODUCT'S SCOPE

Sometimes a buyer will ask for help with something substantially beyond what they purchased.

Help where a short answer is reasonable.

Do not accidentally commit me to providing extensive consulting, custom development, Done-For-You work, or unlimited personal support.

If the request requires significant additional work, explain the situation politely and prepare a response that answers what can reasonably be answered while establishing an appropriate boundary.

DO NOT INVENT

Never invent:

Product features

Bonus materials

Guarantees

Refund policies

Order information

Customer account information

Software capabilities

Platform rules

Statistics

Research

Results

Testimonials

URLs

Login instructions

Business policies

Promises made to the customer

If something is unknown, identify it as unknown.

RESPONSE STYLE

Write like a knowledgeable person helping a customer.

Use normal conversational language.

Be friendly without sounding scripted.

Use paragraphs for ordinary explanations.

Use numbered steps when the customer needs to follow a sequence.

Use bullets only when they improve clarity.

Avoid excessive enthusiasm.

Avoid unnecessary apologies.

Avoid corporate customer-service language.

Avoid generic phrases such as:

"We understand how frustrating this must be."

"Your satisfaction is our top priority."

"We sincerely apologize for any inconvenience this may have caused."

"Thank you for bringing this to our attention."

Use language appropriate to the actual situation instead.

RESPONSE LENGTH

Match the response to the question.

A simple question should receive a simple answer.

A technical or implementation question may require a longer explanation.

Do not send a customer 800 words when their problem can be solved in three paragraphs.

FINAL CHECK

Before returning the response, verify:

Did we answer the customer's actual question?

Is the answer consistent with the supplied product?

Did we accidentally invent anything?

Are the instructions specific enough to follow?

Did we make any promise I am not authorized to make?

Does the response require information we do not currently have?

Can anything unnecessary be removed?

Correct any problems before returning the answer.

FINAL OUTPUT

Return:

1. RECOMMENDED RESPONSE

Write the complete customer-facing response that I can send.

2. INTERNAL NOTE

Only include this section when there is something I need to know before sending the response.

Examples:

Information that needs verification.

A possible problem in the product.

Missing customer information.

A question that requires account access.

A policy decision I need to make.

A potentially serious complaint.

A refund or billing issue requiring my attention.

If no internal note is necessary, omit this section.

Make Money Online

1. Idea Prioritization Scorecard

Create a "Digital Product Idea Prioritization Scorecard" — a \$7 PDF for online entrepreneurs who have too many product ideas and can't decide which one to build first.

Include:

1. A short intro (150 words) naming the problem: idea overload, not idea scarcity, is what keeps creators stuck.
2. A scoring framework with 5 weighted criteria: Demand Signal, Time to Build, Existing Skill Match, Competition Level, and Profit Potential. Give each a 1-5 scale with clear descriptions for each score level.
3. A printable/fillable scorecard table where the reader lists up to 10 ideas and scores each criterion, with an auto-calculated priority score.
4. A "how to read your score" section explaining what to build first, what to shelve, and what to kill entirely.
5. 3 worked examples using realistic digital product ideas (a template, a mini-course, a swipe file) scored on the framework.
6. A one-page "decision rule" cheat sheet: if two ideas tie, which tiebreaker to use.

Tone: direct, no-fluff, written for someone who already consumes make-money-online content and is tired of generic advice. Format as a clean, print-ready layout with a table of contents.

2. Cold-Start Traffic Playbook

Create a "Cold-Start Traffic Playbook" — a \$7 PDF guide for solo creators trying to pre-sell or launch a digital product with zero existing audience and no ad budget.

Include:

1. Intro reframing the core problem: most "validate before you build" advice assumes you already have distribution, which beginners don't.
2. 10 specific, tactical ways to get your first 100 interested people or buyers without an audience or paid ads — each with: what it is, exact steps to execute it this week, and a realistic outcome to expect (don't oversell results).

Cover tactics like: niche community seeding (without spamming), DM outreach to warm-ish contacts, borrowing audience via a collab/bundle, cold Reddit/forum value-first posts, a micro-waitlist landing page test, leveraging one existing platform account, a founding-member discount push, a "build in public" thread, a referral-swap with another small creator, and a paid-community insider post.

3. A "how not to get flagged as spam" section — do's and don'ts for community/forum promotion.
4. A simple 7-day action checklist combining 3-4 of the tactics into a sequenced plan.
5. A short troubleshooting FAQ: "what if nobody responds," "what if I get flagged," "how many people do I actually need before building."

Tone: tactical and honest about what doesn't work, aimed at someone who's already tried and failed to get traction. Format as a clean, numbered, scannable PDF.

3. Shadowban-Proof Promo Calendar

Create a "Shadowban-Proof Promo Calendar" — a \$7 PDF for creators promoting digital products on Instagram and TikTok who are worried about (or have experienced) shadowbans and reduced reach, especially with AI-generated/avatar content.

Include:

1. Short intro explaining what actually triggers reduced distribution (spammy link behavior, banned words/hashtags, engagement bait, repetitive AI-content patterns) vs. common myths.
2. A list of 40-50 commonly flagged words/phrases to avoid or swap when promoting products, organized by category (money claims, urgency language, external-link bait, engagement-bait phrases).
3. A 30-day content calendar template mixing value posts, soft promo, and hard promo in a ratio designed to avoid spam signals — with a sample day-by-day plan filled in for a digital-product creator.
4. A section specifically on AI-generated/avatar video content: platform-safe practices for posting faceless or AI-avatar content without tripping spam detection (posting cadence, caption variation, avoiding templated hooks).
5. A "recovery checklist" for what to do if reach suddenly drops.

Tone: practical, current, written for someone actively posting AI-avatar or faceless content to sell products. Format as a calendar grid plus reference lists, print-ready.

B2B Agency (Local Business Automation)

4. Cold Pitch Script Vault

Create a "Cold Pitch Script Vault" — a \$7 PDF swipe file of scripts for pitching AI automation services (chatbots, missed-call text-back, review requests, lead follow-up) to local business owners.

Include:

1. Short intro on why a confident, repeatable script matters more than technical skill when starting an agency.
2. 10 complete scripts covering: cold phone call opener, voicemail drop, cold email, LinkedIn/Facebook DM, in-person walk-in pitch, warm referral pitch, follow-up after no response (3-touch sequence), objection-handling for "we don't need this," objection-handling for "it's too expensive," and a closing script to get a paid pilot or trial signed.
3. Each script written word-for-word, with [bracketed placeholders] for business name/industry, plus a short note on when and how to use it.
4. A "tone and delivery" section: pacing, what to avoid sounding like, and how to adapt scripts for different local business types (service trades vs. professional services vs. retail).
5. A one-page objection-handling cheat sheet summarizing the top 8 objections and one-line responses.

Tone: confident, practical, written for a beginner who has the technical setup but freezes when it's time to actually talk to a business owner. Format as a clean script binder, easy to skim before a call.

5. GoHighLevel Zero-to-Client Checklist

Create a "GoHighLevel Zero-to-Client Checklist" — a \$7 PDF step-by-step setup guide for someone who just signed up for GoHighLevel and has no idea what to do next, walking them from account creation to their first sellable automation.

Include:

1. Short intro acknowledging the overwhelm of a blank GHL account and setting expectations: this gets you to one working, demo-able automation in 7 days.

2. A day-by-day checklist (Day 1 through Day 7), each with 3-5 specific, checkable tasks — e.g. Day 1: account setup, sub-account creation, connecting a phone number; Day 3: building the missed-call text-back workflow; Day 5: setting up a simple review-request automation; Day 7: building a demo snapshot to show prospects.
3. ScreenshESQUE step notes (described in text, since this is a written guide) for the most confusing setup steps: connecting a Twilio/phone number, building your first workflow trigger, and creating a reusable snapshot for new clients.
4. A "common setup mistakes" section covering the top 5 things beginners get wrong or stuck on.
5. A short glossary of GHL-specific terms (workflow, snapshot, sub-account, trigger, pipeline) in plain English.

Tone: patient, step-by-step, written for someone who is technically inexperienced but motivated. Format as a checklist-first PDF, minimal fluff, highly scannable.

6. Missed-Call Text-Back Blueprint

Create a "Missed-Call Text-Back Blueprint" — a \$7 PDF that explains, in plain English, exactly how a missed-call text-back automation works technically and how to build and sell it as a standalone service to local businesses.

Include:

1. A clear, jargon-free explanation of the mechanism: how a business's existing phone number gets connected to automation software, what happens technically when a call goes unanswered, and how the auto-text gets triggered and sent — written for someone with zero technical background who is confused by this exact question.
2. A simple diagram-in-text (numbered flow) showing the full path: incoming call → missed → trigger fires → text sent → lead response → notification to business owner.
3. A step-by-step build guide for setting this up (tool-agnostic, but usable with GoHighLevel or similar platforms), including what phone/number setup is required and common technical gotchas (forwarding conflicts, number porting issues, carrier delays).
4. A pricing and packaging section: how to price this as a \$200-500/month standalone service, what to include, and a simple one-page sales one-sheet to show prospects.
5. An FAQ answering the most common client questions and objections about this service.

Tone: clear and demystifying — written specifically to resolve genuine technical confusion beginners have about how this works. Format as an explainer + build guide, print-ready.

Creative Puzzle Books

7. Rebus Riddle Book, Vol. 1

Create "Rebus Riddle Book, Vol. 1" — a \$7 printable PDF puzzle book of 50 picture-and-word brain teasers ("what is the puzzle saying?" style, where stylized text/word arrangements represent a hidden phrase).

Include:

1. A short, warm intro page explaining the rules with 2 solved examples.
2. 50 rebus/word-picture puzzles, each representing a common phrase or idiom, described precisely enough in text/layout instructions to be typeset (e.g. "the word LUNCH written inside a square outline" = square meal). Organize into 5 difficulty-graded sections of 10 puzzles each (Easy, Easy-Medium, Medium, Medium-Hard, Hard).
3. A complete, clearly numbered answer key at the back, separated so it doesn't spoil the puzzles.
4. A bonus "make your own rebus" page teaching the reader the technique, so they can create more themselves.
5. Page layout notes suitable for KDP/Etsy print formatting (one puzzle per page or two per page, generous white space, large clear text).

Tone: nostalgic, fun, family-friendly — this format performs well because people remember doing these as kids. Include a short back-cover blurb evoking that nostalgia for marketing use.

8. Large-Print Brain Games for Gifting

Create "Large-Print Brain Games for Gifting" — a \$7 printable PDF puzzle book of 60 large-print puzzles designed as a gift for aging parents or grandparents, mixing word search, sudoku, and word scramble.

Include:

1. A gift-appropriate intro/dedication page ("For someone special...") that a buyer could personalize.
2. 20 large-print word search puzzles with senior-friendly themes (classic movies, gardening, hymns/classic songs, hometown nostalgia, cooking) — word lists provided, grid to be large-print formatted (min. 16-18pt equivalent).
3. 20 large-print sudoku puzzles, graded from easy to medium, formatted with extra-large digits and thick grid lines for low-vision readability.
4. 20 large-print word scramble puzzles themed around everyday topics (kitchen items, flowers, family words).
5. A complete answer key section at the back, organized by puzzle type and number.
6. A short "why puzzles matter" page citing general, non-medical framing around staying mentally active and connected (no health claims), suitable for a gift book's introduction.

Tone: warm, accessible, formatted explicitly for low-vision/large-print readability. Include layout notes for KDP/Etsy print formatting.

9. Cold Case Puzzle Files

Create "Cold Case Puzzle Files" — a \$7 printable PDF mystery-solving puzzle book that fuses true-crime-style narrative with logic puzzles, where the reader plays detective and solves a series of fictional cold cases using clues, codes, and deduction.

Include:

1. A framing intro establishing the reader as a detective reopening 5 cold case files.
2. 5 complete case files, each containing: a 200-300 word fictional case narrative/backstory, a "evidence board" of 4-6 clues (witness statements, a cipher/code to decode, a logic grid, a timeline puzzle), and a final deduction question the reader must answer (whodunit-style) using the clues.
3. Varying puzzle mechanics across the 5 cases so it doesn't feel repetitive: at least one substitution cipher, one logic grid puzzle, one timeline/alibi puzzle, one map/location puzzle, and one code-breaking puzzle.
4. A complete solutions section at the back explaining the answer and reasoning for each case.
5. A "detective's notebook" bonus page — blank space styled as case notes for the reader to track their own deductions.

Tone: atmospheric and immersive, like a true-crime podcast in puzzle form, but fully fictional (invented names, places, no real cases). Format as a print-ready case-file dossier with clear section breaks between cases.

Dating

10. The Move-On Workbook

Create "The Move-On Workbook" — a \$7 PDF 14-day guided journal for someone stuck waiting on closure from an ex or a situationship that isn't coming back, designed to help them stop obsessing and start moving forward.

Include:

1. A compassionate intro (200 words) naming the specific trap: waiting for an explanation or answer that probably won't change anything, and why that waiting keeps someone stuck.
2. 14 daily entries, each with: a short reflective prompt (2-3 sentences of guidance) and 3-4 journaling questions that shift focus from the unresolved past toward self-understanding and forward motion. Vary the daily themes across the 14 days (e.g. day 1: naming what actually happened without a story; day 4: identifying what you're really grieving; day 7: midpoint check-in; day 10: rebuilding your own narrative; day 14: what moving on looks like starting tomorrow).
3. 3 short "in the moment" exercises for when the urge to reach out or ruminate hits (e.g. a 5-minute redirect exercise, a script for sitting with the urge without acting on it, a reframe technique).
4. A closing page: a short "letter to yourself" template to write and seal, to be reread in a month.

Tone: warm, non-clinical, direct — avoid generic self-help language. This is not a mental-health treatment product; keep it squarely in the "journal/self-reflection" category, not therapy. Format as a clean daily-journal layout with writing space.

11. Dating App Opener Swipe File

Create a "Dating App Opener Swipe File" — a \$7 PDF pack of 100 proven opening lines and bio templates for dating apps, organized by app and by what the other person's profile signals, for people who struggle to actually get a conversation started.

Include:

1. A short intro reframing the real bottleneck: getting a genuine reply, not just sending a message.
2. 40 opening lines organized into 8 categories of 5 each, based on common profile signals: travel photos, pet photos, a specific hobby mentioned, a "prompt answer" style bio, a group photo, a humor-forward bio, a minimal/one-word bio, and a values-forward bio. Each line should reference the signal type generically enough to adapt to any real profile.
3. 20 follow-up lines for keeping a conversation going past the opener (for when you get a short reply, an enthusiastic reply, or a one-word reply).
4. 15 bio templates for the reader's own profile, organized by tone (playful, genuine/warm, ambitious/driven, low-key/minimalist), with [bracket] placeholders to personalize.
5. A short "what not to send" section listing 10 common opener mistakes that get ignored or reported.
6. App-specific notes: how opener style should differ slightly on Hinge (prompt-based) vs. Tinder (photo-based) vs. Bumble (women message first — notes for both sides).

Tone: practical and a little playful, not cheesy pickup-artist energy — genuine conversation-starters, not manipulation tactics. Format as an organized reference swipe file.

12. Stay or Go Decision Guide

Create a "Stay or Go Decision Guide" — a \$7 PDF relationship-audit checklist and flowchart to help someone decide, with structure rather than pure emotion, whether to stay in or leave a difficult relationship.

Include:

1. A short, non-judgmental intro acknowledging that knowing you should leave and being able to act on it are two different problems.
2. A "relationship audit" checklist of 25 yes/no questions covering 5 categories (respect, growth, safety/trust, compatibility, effort reciprocity), with scoring guidance for each category.
3. A decision flowchart (described in clear branching text, since this is a written guide) that walks the reader from their audit score through a series of clarifying questions to a suggested next step — not a hard verdict, but a clear direction (e.g. "work on it with clear boundaries," "take a structured break," "this pattern suggests it's time to go").
4. A short section distinguishing normal relationship friction from genuine red flags, with concrete examples of each.
5. A "if you decide to go" page with 5 practical first steps, and a "if you decide to stay" page with 5 practical first steps — so the guide is useful either way.
6. A clear, brief note that this is a self-reflection tool, not professional advice, and to seek a counselor or support resource for situations involving abuse.

Tone: grounded, structured, empathetic but not soft — designed for someone who wants clarity, not validation. Format as a checklist + flowchart guide.

Health

13. 7-Day Gut-Skin Reset

Create a "7-Day Gut-Skin Reset" — a \$7 PDF meal plan and shopping list built around the gut-skin connection, for people whose skin dulls and breaks out when their digestion is off.

Include:

1. A short intro (non-medical, general wellness framing) explaining the gut-skin connection in plain language and setting expectations for the 7 days.
2. A full 7-day meal plan (breakfast, lunch, dinner, 1 snack per day) built around gut-supportive foods: fermented foods, fiber-rich produce, and gentle reduction of common bloat triggers (refined carbs, excess dairy, added sugar) — every meal simple, with 5 ingredients or fewer where possible.
3. A consolidated shopping list organized by grocery store section, covering the full 7 days.
4. A "why these foods" reference page briefly explaining the role of 8 key ingredients used repeatedly in the plan (e.g. kimchi, chia seeds, leafy greens, bone broth or a plant-based alternative).
5. A simple daily tracker page (print 7 copies or one 7-day grid) for the reader to log energy, bloating, and skin appearance each day.
6. A brief, clear disclaimer that this is general wellness content, not medical advice, and to consult a doctor for persistent digestive or skin issues.

Tone: encouraging and simple, aimed at someone motivated by visible results (skin, energy) rather than clinical explanation. Format as a clean meal-plan + shopping-list PDF.

14. Stress-Gut Tracker

Create a "Stress-Gut Tracker" — a \$7 printable PDF daily tracker that pairs stress levels with digestive symptoms, plus quick calming techniques, for people who know stress affects their gut but have no way to actually track or act on it.

Include:

1. A short intro explaining the stress-gut link in plain, non-clinical language and how tracking the pattern helps break it.
2. A 30-day tracker grid (or one reusable daily template to print 30x) logging: morning stress level (1-5), digestion symptoms (bloating, discomfort, regularity — simple checkboxes), what was eaten, and one line for notable stressors that day.

3. 5 five-minute calming techniques with clear step-by-step instructions, each suited to different situations (before a meal, mid-workday stress spike, before bed, during a flare-up, on a commute) — breathing techniques, grounding exercises, and similar non-clinical tools.
4. A simple weekly review page: 3 reflection questions to spot patterns after each week of tracking (e.g. "which stressors showed up before my worst digestion days?").
5. A short disclaimer noting this is a general wellness tracking tool, not a diagnostic or medical tool.

Tone: calm, practical, low-pressure — this is a tool for noticing patterns, not another source of stress. Format as a clean, printable daily-grid tracker.

15. Bloat Trigger Elimination Guide

Create a "Bloat Trigger Elimination Guide" — a \$7 PDF cheat sheet for identifying and eliminating the most common bloating triggers, built around a simple 5-step framework and food swap list.

Include:

1. A short intro presenting the core framework: eat fermented foods, add a probiotic, add a prebiotic, reduce dairy and gluten, and reduce stress — explained briefly and practically, not clinically.
2. A structured 14-day elimination guide: days 1-7 remove the most common trigger foods (a clear list: specific dairy items, gluten-containing grains, refined sugar, carbonated drinks, artificial sweeteners), days 8-14 reintroduce one category at a time with a simple symptom-tracking method to identify personal triggers.
3. A food swap list table: common trigger food → suggested swap, covering at least 20 swaps (e.g. regular pasta → chickpea or rice pasta; milk → lactose-free or plant-based milk; soda → sparkling water with fruit).
4. A "fermented and prebiotic foods starter list" — 15 easy-to-find foods in each category with a one-line note on how to add them to meals.
5. A simple daily checklist for the 14 days combining the elimination plan with the 5-step framework.
6. A brief, clear disclaimer that this is general wellness content, not medical advice, and to consult a doctor for persistent or severe digestive issues.

Tone: practical and checklist-driven, written for someone who wants a clear plan rather than an explanation of the science. Format as a cheat-sheet-first PDF with tables and checklists.

Make Money Online

1. Idea Prioritization Scorecard

HEADLINE: Stop Drowning in Ideas. Start Building the Right One.

SUBHEAD: The 5-Minute Scorecard That Tells You Exactly Which Digital Product to Build First.

DESCRIPTION:

You don't have an idea problem. You have a decision problem.

If you've got a notes app full of half-started digital product ideas and no clue which one is actually worth your time, this scorecard fixes that in one sitting.

Score any idea against 5 proven factors — demand, build time, skill match, competition, and profit potential — and get a clear priority ranking instead of another week of second-guessing.

WHAT'S INSIDE:

- The 5-factor scoring framework (with plain-English scoring guides)
- A fillable scorecard table for up to 10 ideas at once
- 3 fully worked examples so you can see it in action
- A "how to read your score" breakdown — build it, shelve it, or kill it
- A tiebreaker cheat sheet for when two ideas score the same

WHO IT'S FOR: Creators and side-hustlers who already have ideas — they just need clarity on which one to chase.

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Get instant access — know exactly what to build by tonight.

2. Cold-Start Traffic Playbook

HEADLINE: No Audience. No Ad Budget. No Problem.

SUBHEAD: 10 Ways to Land Your First 100 Buyers Before You Have a Following.

DESCRIPTION:

Everyone tells you to "validate before you build." Nobody tells you how to get eyeballs on your pre-sell page when you're starting from zero followers and \$0 in ad spend.

This playbook is the missing piece — 10 specific, no-audience-required tactics for getting real traffic and real buyers to your very first offer, without getting flagged as a spammer.

WHAT'S INSIDE:

- 10 tactical, zero-budget traffic methods with exact steps for each
- A "don't get flagged as spam" guide for community and forum promotion
- A 7-day plan that sequences 3-4 tactics into one simple launch week
- A troubleshooting FAQ for when nobody responds (yet)

WHO IT'S FOR: First-time creators trying to pre-sell or launch without an existing audience.

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Get the playbook — your first 100 buyers start this week.

3. Shadowban-Proof Promo Calendar

HEADLINE: Promote Your Products Without Getting Buried by the Algorithm.

SUBHEAD: The 30-Day Content Calendar Built to Avoid Shadowbans on Instagram & TikTok.

DESCRIPTION:

You're posting, but nobody's seeing it. If your reach has quietly tanked — especially on AI-avatar or faceless content — this is why, and how to fix it.

This calendar gives you a proven posting rhythm plus a full list of the words, phrases, and habits that trigger reduced distribution, so you can promote your products without disappearing into the algorithm's shadow.

WHAT'S INSIDE:

- 40-50 commonly flagged words/phrases to avoid (with swaps)
 - A ready-to-use 30-day content calendar (value/soft-promo/hard-promo mix)
 - A dedicated section for AI-avatar and faceless content creators
 - A recovery checklist for when your reach suddenly drops
- WHO IT'S FOR: Creators promoting digital products on IG/TikTok, especially with AI-generated content.

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Grab the calendar — post with confidence, not guesswork.

B2B Agency (Local Business Automation)

4. Cold Pitch Script Vault

HEADLINE: Stop Freezing Up When It's Time to Actually Pitch.

SUBHEAD: 10 Word-for-Word Scripts to Sell AI Automation to Local Businesses.

DESCRIPTION:

The tech isn't the hard part. Opening your mouth and asking for the sale is.

This vault gives you exact, tested scripts for every stage of the pitch — cold calls, DMs, emails, objection handling, and closing — so you walk into every conversation with the confidence of someone who's done this a hundred times.

WHAT'S INSIDE:

- 10 complete scripts: cold call, voicemail, email, DM, walk-in, referral, follow-up sequence, and closing
- Objection-handling scripts for "we don't need this" and "it's too expensive"
- A one-page objection cheat sheet for the top 8 pushbacks
- Delivery notes on tone and pacing for different business types

WHO IT'S FOR: New AI automation agency owners who have the setup skills but not the sales confidence yet.

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Get the scripts — book your next client with confidence.

5. GoHighLevel Zero-to-Client Checklist

HEADLINE: Just Signed Up for GoHighLevel? Start Here.

SUBHEAD: The 7-Day Checklist That Takes You From Blank Account to Your First Sellable Automation.

DESCRIPTION:

A brand new GHL account is overwhelming — dozens of features, no clear starting point, and a blinking cursor where your first client offer should be.

This checklist removes the guesswork. Follow it day by day and by day 7 you'll have one working, demo-ready automation you can actually sell.

WHAT'S INSIDE:

- A day-by-day checklist (Day 1–7), fully mapped out
- Step-by-step setup for your first missed-call text-back workflow
- A guide to building your first reusable client snapshot
- Top 5 beginner mistakes to avoid
- A plain-English glossary of GHL terms

WHO IT'S FOR: Anyone who just signed up for GoHighLevel and doesn't know what to click next.

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Get the checklist — your first automation is 7 days away.

6. Missed-Call Text-Back Blueprint

HEADLINE: Finally Understand How Missed-Call Text-Back Actually Works.

SUBHEAD: The Plain-English Blueprint for Building and Selling Your #1 Agency Starter Offer.

DESCRIPTION:

"How does the software even know to respond?" If you've asked that question and gotten a confusing answer, this fixes it.

This blueprint breaks down exactly what happens — technically and simply — from a missed call to an automated text, then shows you how to build it and price it as a \$200-500/month service.

WHAT'S INSIDE:

- A jargon-free explanation of the full mechanism
- A step-by-step build guide (platform-agnostic, GHL-friendly)
- Common technical gotchas and how to avoid them
- A pricing and packaging guide with a ready-to-use sales one-sheet
- An FAQ for the objections clients actually ask

WHO IT'S FOR: Beginners who want to understand — not just copy-paste — their first automation offer.

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Get the blueprint — understand it, build it, sell it.

Creative Puzzle Books

7. Rebus Riddle Book, Vol. 1

HEADLINE: Can You Figure Out What the Puzzle Is Saying?

SUBHEAD: 50 Picture-Word Brain Teasers That'll Take You Right Back to Childhood.

DESCRIPTION:

Remember those puzzles where the way words were arranged spelled out a hidden phrase? This is 50 of them, freshly made and graded from easy to genuinely tricky.

Perfect for a rainy afternoon, a family game night, or anyone who says "I like words, not numbers" when it comes to puzzles.

WHAT'S INSIDE:

- 50 rebus-style puzzles across 5 difficulty levels
- A complete, easy-to-find answer key
- A bonus page teaching you to make your own
- Clean, print-ready layout — great for printing at home

WHO IT'S FOR: Puzzle lovers, nostalgic adults, and anyone who wants a screen-free brain workout.

PRICE: \$7

FORMAT: Instant-download, printable PDF

CTA: Grab your copy — 50 puzzles, one answer key, zero ads.

8. Large-Print Brain Games for Gifting

HEADLINE: A Puzzle Book Gift They Can Actually See.

SUBHEAD: 60 Large-Print Word Search, Sudoku & Word Scramble Puzzles Made for Easy Reading.

DESCRIPTION:

Most puzzle books use tiny print that's a squint-fest for older eyes. This one doesn't.

60 large-print puzzles — word search, sudoku, and word scramble — with extra-large text and thick, easy-to-follow grids. A thoughtful, ready-to-print gift for a parent, grandparent, or anyone who just wants puzzles they don't need a magnifying glass for.

WHAT'S INSIDE:

- 20 large-print word search puzzles (nostalgic, gift-friendly themes)
- 20 large-print sudoku puzzles, easy to medium
- 20 large-print word scramble puzzles
- A personalizable dedication page
- Full answer key included

WHO IT'S FOR: Gift-givers looking for a thoughtful, low-vision-friendly puzzle book.

PRICE: \$7

FORMAT: Instant-download, printable PDF

CTA: Get it now — print it, gift it, or keep it for yourself.

9. Cold Case Puzzle Files

HEADLINE: You're the Detective. These Are Your Files.

SUBHEAD: 5 Cold Cases. Real Clues. Can You Crack Them Before You Reach the Solutions Page?

DESCRIPTION:

Part true-crime obsession, part logic puzzle — Cold Case Puzzle Files drops you into 5 fictional unsolved cases, each with its own evidence board of ciphers, timelines, and clues to piece together.

If you binge true-crime podcasts and love a good logic puzzle, this was made for you.

WHAT'S INSIDE:

- 5 full case files with narrative backstory and evidence boards
- A mix of ciphers, logic grids, timeline puzzles, and map puzzles
- A complete solutions section with full reasoning
- A bonus "detective's notebook" page for your own notes

WHO IT'S FOR: True-crime fans and puzzle lovers who want more than just a grid to fill in.

PRICE: \$7

FORMAT: Instant-download, printable PDF

CTA: Open your first case file — the clock's ticking.

Dating

10. The Move-On Workbook

HEADLINE: You Don't Need Their Explanation to Move Forward.

SUBHEAD: A 14-Day Guided Workbook for Getting Unstuck After a Breakup or Situationship.

DESCRIPTION:

If you're still waiting for the conversation, the apology, or the closure that isn't coming — this workbook is built for exactly that trap.

14 days of guided prompts to help you stop replaying the story and start writing your own next chapter, plus quick exercises for the moments the urge to reach out hits hardest.

WHAT'S INSIDE:

- 14 daily journal entries with reflective prompts and writing space
- 3 "in the moment" exercises for when you want to text them
- A closing "letter to yourself" exercise to open in a month

- A warm, judgment-free tone throughout

WHO IT'S FOR: Anyone stuck in the waiting-for-closure loop after a breakup.

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Start Day 1 — begin moving on today.

11. Dating App Opener Swipe File

HEADLINE: Get the Match. Then Get the Reply.

SUBHEAD: 100 Opening Lines and Bio Templates That Actually Start Conversations.

DESCRIPTION:

Nobody talks about the actual first hurdle: getting someone to reply. This swipe file hands you openers built around what's already in their profile — travel photos, pets, prompt answers, group shots — so you're never staring at a blank message box again.

WHAT'S INSIDE:

- 40 openers organized by profile type (travel, pets, humor, minimal bios, and more)
 - 20 follow-up lines for keeping the conversation alive
 - 15 bio templates for your own profile, by tone
 - A "what not to send" list of common opener mistakes
 - App-specific notes for Hinge, Tinder, and Bumble
- WHO IT'S FOR: Anyone tired of staring at a blank message box or getting ghosted after "hey."

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Get the swipe file — never send "hey" again.

12. Stay or Go Decision Guide

HEADLINE: Knowing You Should Leave and Being Able to Leave Are Two Different Things.

SUBHEAD: A Structured Audit to Help You Decide — Stay and Fix It, or Go.

DESCRIPTION:

This isn't another list of "red flags." It's a structured self-audit — 25 questions across 5 categories — that turns a confusing, emotional decision into something clearer.

Whichever way you decide, you'll walk away with concrete next steps instead of more uncertainty.

WHAT'S INSIDE:

- A 25-question relationship audit across 5 key categories
 - A decision flowchart from your score to a clear next step
 - A guide to spotting real red flags vs. normal friction
 - Separate action pages for "if you stay" and "if you go"
- WHO IT'S FOR: Anyone stuck going back and forth on a difficult relationship decision.

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Get clarity — take the audit today.

Health

13. 7-Day Gut-Skin Reset

HEADLINE: Clearer Skin Starts in Your Gut.

SUBHEAD: A 7-Day Meal Plan Built Around the Gut-Skin Connection.

DESCRIPTION:

Bloated one day, dull skin the next — noticed the pattern? This 7-day reset gives you a full meal plan, shopping list, and daily tracker built specifically around gut-supportive foods, so you can start feeling (and seeing) the difference.

WHAT'S INSIDE:

- A full 7-day meal plan (breakfast, lunch, dinner, snack)
 - A consolidated grocery list, organized by store section
 - A "why these foods" reference guide for 8 key ingredients
 - A daily tracker for energy, bloating, and skin
- WHO IT'S FOR: Anyone who's noticed their skin and their digestion seem connected — because they are.

PRICE: \$7

FORMAT: Instant-download PDF

CTA: Start your reset — one week to a calmer gut.

14. Stress-Gut Tracker

HEADLINE: You Know Stress Wrecks Your Gut. Now You Can Actually See It.

SUBHEAD: A 30-Day Tracker That Connects Your Stress Levels to Your Digestion.

DESCRIPTION:

Everyone says "it's probably stress" — but nobody hands you a way to actually track it. This daily tracker pairs your stress level with your digestion symptoms so patterns become obvious instead of vague, plus 5 quick techniques to break the cycle in the moment.

WHAT'S INSIDE:

- A 30-day daily tracker (stress, digestion, food, stressors)
- 5 five-minute calming techniques for different situations
- A weekly review page to spot your personal patterns
- Simple, low-pressure, print-and-go format

WHO IT'S FOR: Anyone who suspects stress is behind their bloating and wants proof, not guesses.

PRICE: \$7

FORMAT: Instant-download, printable PDF

CTA: Start tracking — find your pattern in 30 days.

15. Bloat Trigger Elimination Guide

HEADLINE: Find Your Bloat Trigger in 14 Days.

SUBHEAD: A Simple Elimination Plan Built Around the 5 Most-Requested Fixes.

DESCRIPTION:

Fermented foods, probiotics, prebiotics, less dairy and gluten, less stress — the internet's favorite gut-health checklist, finally turned into an actual plan you can follow.

14 days: cut the common triggers, then reintroduce them one at a time to find out exactly what's causing your bloat.

WHAT'S INSIDE:

- The 5-step framework, explained simply
- A 14-day elimination and reintroduction plan
- A 20-item food swap list (trigger food → easy swap)
- A fermented & prebiotic foods starter list
- A daily checklist to keep you on track

WHO IT'S FOR: Anyone who wants a real plan instead of another "avoid dairy and gluten" comment.

PRICE: \$7

FORMAT: Instant-download, printable PDF

CTA: Get the guide — find your trigger in 2 weeks.

NICHE MINING PROMPT

The Afternoon Product

PURPOSE

Your job is to help me uncover small, specific digital product opportunities based on evidence of what people in a market are actively trying to learn, solve, accomplish, fix, avoid, or understand.

We are looking for opportunities to create simple, useful digital products that can answer a specific question or solve a specific problem.

The initial target is a downloadable product that could reasonably sell for approximately \$7 to \$17.

Do not begin by brainstorming product ideas.

Research the market first.

The product ideas must come from evidence you find during the research.

MY NICHE

I want to research this niche: [ENTER NICHE]

YOUR RESEARCH OBJECTIVE

Search YouTube for content related to this niche.

Look across multiple searches, videos, creators, titles, descriptions, and comments when available.

Pay particular attention to:

1. Questions people repeatedly ask.
2. Problems people describe in comments.
3. Things beginners appear confused about.
4. Tasks people want to accomplish but do not know how to do.
5. Complaints about existing methods or solutions.
6. Requests for templates, examples, instructions, checklists, scripts, prompts, worksheets, plans, or other practical resources.
7. Topics that generate unusually strong interest or engagement.
8. Videos addressing a very specific problem that have attracted substantial views.
9. Recent videos gaining traction around a particular question or problem.
10. Situations where viewers ask follow-up questions because the existing content does not completely solve their problem.

Do not assume that a popular topic automatically represents a good product opportunity.

We are specifically interested in problems where someone could reasonably pay for a faster, clearer, easier, more complete, or more convenient solution.

SEARCH BROADLY

Do not rely on a single YouTube search.

Use multiple search variations based on the niche.

Useful search patterns may include:

[NICHE] how to
[NICHE] for beginners
[NICHE] problems
[NICHE] mistakes
[NICHE] tutorial
[NICHE] questions

how do I [NICHE]

best way to [NICHE]

[NICHE] step by step
[NICHE] setup
[NICHE] strategy
[NICHE] tips
[NICHE] explained

Create additional searches as you learn the terminology people in this market actually use.

Follow the evidence rather than rigidly following these suggested searches.

MINE THE COMMENTS

When comments are available, inspect them.

Comments are particularly valuable because they can reveal questions that the video itself did not answer.

Look for statements such as:

"How do I..."

"Can you show..."

"What about..."

"I'm having trouble with..."

"I don't understand..."

"Does this work if..."

"Where can I find..."

"Can you make a video about..."

"I tried this but..."

"What should I do when..."

You are not limited to these phrases.

Identify the underlying question, problem, frustration, or desired outcome.

When several people express essentially the same problem using different language, group those observations together.

DISTINGUISH INTEREST FROM BUYING INTENT

Some topics are interesting but make poor products.

For each opportunity, consider whether the person experiencing the problem has a meaningful reason to solve it.

Look for problems involving:

Saving time

Making money

Saving money

Avoiding mistakes

Reducing risk

Getting customers

Learning a valuable skill

Completing a difficult task

Improving an important result

Removing confusion

Following a complicated process

Creating something

Fixing something

Achieving a desirable outcome faster

These are indicators, not absolute requirements.

A strong problem outside these categories should still be included if the research supports it.

LOOK FOR SMALL PROBLEMS

Do not automatically recommend enormous products such as:

"Complete Guide to Digital Marketing"

or:

"Everything You Need to Know About Fitness"

We want focused problems that can be solved with a relatively small digital product.

For example, a broad market might be:

Digital Products

A more useful problem might be:

How do I determine what to charge for my first digital product?

That could become:

"The First Product Pricing Guide"

Another problem might be:

How do I create a landing page without buying expensive software?

That could become:

"The One-Hour Landing Page"

The purpose of these examples is to demonstrate specificity. Do not copy them unless your research independently supports them.

EVIDENCE STANDARD

Do not manufacture evidence.

Do not invent comments, view counts, video titles, creator names, URLs, statistics, or quotations.

If you cannot inspect something, say so.

For every significant opportunity, explain what evidence caused you to identify it.

Whenever possible, include:

Video title

Creator/channel

Video URL

Approximate views

Publication date

Relevant viewer question or comment

Repeated themes found across multiple videos

You may summarize viewer comments rather than quoting them verbatim.

Separate observations you actually found from conclusions you infer from those observations.

PRODUCT TEST

For every promising problem, ask:

Can this problem be substantially addressed with a PDF, guide, checklist, workbook, template collection, prompt collection, spreadsheet, swipe file, resource directory, or small bundle of these assets?

Could the solution provide enough immediate usefulness that someone experiencing the problem might reasonably spend \$7 to \$17 rather than continue searching for free information?

Can we explain the outcome of the product in one reasonably simple sentence?

Can a useful version of this product be created without requiring a massive course, complicated software application, ongoing service, or months of development?

If the answer is generally yes, retain the opportunity.

If the problem would require a much larger solution, identify it separately as an expansion opportunity rather than forcing it into the \$7 product model.

CREATE THE MASTER PRODUCT MANIFEST

After completing the research, create a MASTER PRODUCT MANIFEST.

Start with a short Research Summary describing:

The niche researched

The searches performed

The approximate number of videos examined

Whether comments were available

Major themes discovered

Any limitations encountered during research

Then create a table containing the strongest opportunities.

Use these columns:

OPPORTUNITY #

NICHE

TARGET BUYER

PROBLEM

QUESTION PEOPLE ARE ASKING

DESIRED OUTCOME

EVIDENCE OF DEMAND

POSSIBLE PRODUCT

CORE PROMISE

RECOMMENDED FORMAT

SUGGESTED PRICE

USEFUL ASSETS TO INCLUDE

TRAFFIC / CONTENT ANGLE

AFFILIATE ANGLE

SOURCE(S)

PRODUCT IDEAS

After creating the Master Product Manifest, select the 15 strongest opportunities.

For each opportunity provide:

PRODUCT NAME:

Create a clear working title.

TARGET BUYER:

Describe who has this problem.

THE PROBLEM:

Explain the specific problem discovered during research.

THE QUESTION:

State the question the buyer wants answered in plain English.

DESIRED OUTCOME:

Explain what they are ultimately trying to accomplish.

WHY THIS OPPORTUNITY EXISTS:

Summarize the research evidence.

PRODUCT PROMISE:

Write one sentence explaining what the product will help the buyer accomplish.

RECOMMENDED PRODUCT:

Describe the simplest useful product that could fulfill the promise.

INCLUDED ASSETS:

Suggest the specific guide, checklist, worksheet, template, prompts, examples, resource list, or other assets that would make the product useful.

SUGGESTED PRICE:

Recommend a price within the \$7 to \$17 target range unless the research strongly supports another price.

CONTENT ANGLES:

Give 3 useful pieces of free content that could naturally lead interested people toward this product.

AFFILIATE ANGLE:

Explain why an affiliate serving this audience might want to promote the product.

SOURCE EVIDENCE:

List the YouTube sources that contributed to the opportunity.

FINAL REVIEW

Before presenting the final results, review your 15 recommendations.

Remove ideas that are:

Too broad

Essentially duplicates

Based primarily on your own assumptions

Poorly supported by the research

Difficult to fulfill with a simple digital product

Dependent on unrealistic promises

Better suited to a large course or software product

Replace weak ideas with better-supported opportunities when possible.

The final list should represent opportunities discovered from the market research rather than a generic list of products an AI could have generated without performing the research.

IMPORTANT

Do not rush directly to product generation.

The purpose of this exercise is discovery.

We are using YouTube as a large, searchable collection of real-world content, questions, conversations, problems, and interests.

Research first.

Identify the problems people actually reveal.

Then determine what we can create to help solve them.

PRODUCT BUILDER PROMPT

The Afternoon Product

PURPOSE

Use this prompt after you have completed your niche research and identified a specific problem, question, or desired outcome that could become a digital product.

Your job is to help me turn that opportunity into a complete, useful digital product that I can format in Google Docs or Canva, export as a PDF, and sell.

The target is generally a focused \$7 to \$17 product.

This should be a practical solution to a specific problem rather than a large book, comprehensive course, or broad introduction to the niche.

The finished product should help the buyer accomplish something useful.

STEP 1: PRODUCT OPPORTUNITY

I will provide information from my Master Product Manifest below.

PRODUCT OPPORTUNITY:

[PASTE PRODUCT OPPORTUNITY FROM MASTER PRODUCT MANIFEST]

If available, I may also provide:

NICHE:

[ENTER NICHE]

TARGET BUYER:

[ENTER TARGET BUYER]

PROBLEM:

[ENTER PROBLEM]

QUESTION:

[ENTER QUESTION PEOPLE ARE ASKING]

DESIRED OUTCOME:

[ENTER DESIRED OUTCOME]

RESEARCH EVIDENCE:

[PASTE RELEVANT RESEARCH]

POSSIBLE PRODUCT:

[ENTER PRODUCT IDEA]

POSSIBLE ASSETS:

[ENTER POSSIBLE ASSETS]

Use the information I provide as the starting point.

Do not abandon the researched problem in favor of a different product simply because another idea seems easier to write.

STEP 2: DEFINE THE PRODUCT

Before writing anything, determine exactly what this product should accomplish.

Identify:

TARGET BUYER:

Who is this specifically for?

STARTING POINT:

What situation is the buyer likely to be in when they purchase?

PRIMARY PROBLEM:

What problem are they trying to solve?

PRIMARY QUESTION:

What question brought them to this solution?

DESIRED OUTCOME:

What do they want to accomplish?

SCOPE:

What portion of the problem can this product realistically solve?

DELIVERABLE:

What should we give the buyer to help them achieve the outcome?

CORE PROMISE:

What can we reasonably promise this product will help them accomplish?

PRODUCT FORMAT:

What is the simplest format capable of delivering the solution?

PRICE:

What price makes sense for the scope of the product?

Keep the promise proportional to the product.

A \$7 report does not need to solve every problem the buyer will ever encounter.

It should solve one useful problem well.

STEP 3: DETERMINE THE BEST PRODUCT FORMAT

Do not automatically assume this should be a traditional ebook.

Determine which combination of assets would provide the fastest and most useful solution.

Possible formats include:

Short report

Step-by-step guide

Quick-start guide

Checklist

Workbook

Worksheet

Template collection

Prompt collection

Swipe file

Script collection

Resource directory

Planning document

Calculator

Spreadsheet

Reference guide

Action plan

Combination of several small assets

For example, if the buyer needs to complete a process, a step-by-step guide plus checklist may be more useful than 40 pages of explanation.

If the buyer needs to create something, templates and examples may provide more value than additional chapters.

If the buyer needs to make a decision, a worksheet, comparison framework, or calculator may be appropriate.

Choose the format based on the problem.

STEP 4: APPLY THE ONE-HOUR PRODUCT TEST

This product is being created using the Afternoon Product model.

We want something useful that can be produced quickly.

Before building the product, evaluate the proposed scope.

Ask:

Can a useful first version of this product realistically be created in approximately one focused hour with AI assistance?

If YES:

Proceed.

If NO:

Reduce the scope while preserving the primary outcome.

Look for:

Sections that are unnecessary.

Topics that belong in another product.

Assets that would take substantial time without adding equivalent value.

Broad promises that should be narrowed.

Advanced material that the target buyer does not need yet.

Do not reduce the scope so far that the product becomes useless.

The objective is the smallest product that provides a meaningful solution.

STEP 5: CREATE THE PRODUCT ARCHITECTURE

Create the product structure before writing the finished product.

Provide:

WORKING TITLE

SUBTITLE

TARGET BUYER

PROBLEM

DESIRED OUTCOME

CORE PROMISE

RECOMMENDED PRICE

PRODUCT FORMAT

ESTIMATED LENGTH

SECTIONS

INCLUDED ASSETS

QUICK-START COMPONENT

NEXT STEP FOR THE BUYER

For every proposed section, explain:

What the section teaches.

Why the buyer needs it.

What the buyer should be able to do after completing it.

Then review the architecture and remove anything that does not materially contribute to the promised outcome.

STEP 6: BUILD THE QUICK-START COMPONENT

The buyer should be able to understand what to do shortly after opening the product.

Create a Quick Start section near the beginning.

It should explain:

What they are going to accomplish.

What they need before starting.

What they will do.

Approximately how the process works.

What result they should have when finished.

If appropriate, provide a simple checklist showing the entire process before explaining each step in detail.

STEP 7: WRITE THE PRODUCT

Now create the complete product.

Write directly for the target buyer.

Assume they purchased this because they want help solving the specific problem identified during the research phase.

Explain enough for them to act without burying the solution beneath unnecessary background material.

Use:

Clear explanations

Specific instructions

Examples

Procedures

Checklists

Templates

Prompts

Worksheets

Scripts

Resource recommendations

where appropriate.

Do not add these simply to make the product appear larger.

Include them when they make the solution easier to implement.

ACTION STANDARD

Every instructional section should answer the practical question:

"What do I actually do?"

If you tell the buyer to perform research, explain how to perform the research.

If you tell them to create something, explain how to create it.

If you tell them to evaluate something, explain what criteria to use.

If you tell them to choose between alternatives, explain what should influence the decision.

If you recommend a tool, explain what role the tool plays.

If you provide a strategy, translate the strategy into actions.

Avoid instructions that sound useful but leave the buyer responsible for figuring out the difficult part.

EXAMPLE STANDARD

Use examples when they make instructions easier to understand.

Examples should be realistic for the target market.

They should demonstrate the instruction immediately preceding them.

Do not invent testimonials, customer results, case studies, or personal experiences.

When creating a hypothetical example, identify it as an example rather than presenting it as something that actually occurred.

FACTUAL ACCURACY

Do not invent:

Statistics

Research findings

Studies

Laws

Regulations

Platform policies

Fees

Prices

Technical specifications

Income figures

Customer results

Testimonials

Quotes

Case studies

Product capabilities

If current factual information is necessary and you have browsing capabilities, research it before including it.

If you cannot verify information that materially affects the product, use:

[VERIFY: description of information needed]

The final product should never depend upon fabricated evidence.

CLAIMS AND OUTCOMES

Keep product claims reasonable.

Do not promise:

Guaranteed income

Guaranteed sales

Guaranteed rankings

Guaranteed traffic

Guaranteed health outcomes

Guaranteed business results

Guaranteed employment

Guaranteed investment results

Describe what the product helps the buyer do.

When discussing potential outcomes, distinguish between:

What the buyer can control.

What the process may improve.

What depends upon external factors.

The sales copy can make the outcome attractive later.

The product itself needs to deliver useful instructions.

WRITING STYLE

Write naturally and professionally.

Use normal paragraphs where explanation is required.

Use headings to organize the material.
Use numbered steps when sequence matters.
Use bullets for genuine lists.
Avoid excessive one-sentence paragraphs.
Avoid repetitive summaries.
Avoid unnecessary motivational filler.
Avoid artificial urgency.

Avoid generic AI expressions such as:

"unlock"
"supercharge"
"revolutionize"
"game-changing"
"delve into"
"navigate the landscape"
"in today's fast-paced world"
"take your results to the next level"

Do not use exaggerated language simply to make ordinary instructions sound more impressive.
Prioritize clarity and usefulness.

STEP 8: CREATE THE SUPPORTING ASSETS

After writing the main product, create any supporting assets identified in the product architecture.

These may include:

Quick Start Checklist
Implementation Checklist
Worksheet
Planning Sheet
Template
Script
Prompt
Swipe File
Reference Sheet
Resource Directory
Action Plan

Each asset should be complete and ready to use.
Do not merely describe the asset.
Create it.

STEP 9: CREATE THE IMPLEMENTATION CHECKLIST

Create a final implementation checklist.
The checklist should convert the product into actions.
Organize the tasks in the order they should be completed.
Each item should describe a specific action.

Avoid vague checklist items such as:

"Improve your strategy."

Use instructions such as:

"Write down the three problems that appeared most frequently during your research."
The buyer should be able to work through the checklist without rereading the entire product.

STEP 10: QUALITY CONTROL

Review the complete product before returning it.

Check:

Does the product address the original researched problem?
Does it answer the buyer's primary question?
Does it provide a practical path toward the desired outcome?
Are any important steps missing?
Are instructions specific enough to follow?
Are examples relevant?
Are included templates usable?
Are prompts complete?
Are checklists actionable?

Are factual claims supportable?

Are there sections that add length without adding meaningful value?

Did the product accidentally expand beyond its original scope?

Could a buyer reasonably understand what to do after consuming the product?

Does the product fulfill the promise established at the beginning?

Correct problems you identify before producing the final output.

STEP 11: IDENTIFY NATURAL EXPANSION OPPORTUNITIES

After completing the product, identify problems that naturally occur immediately before, during, or after the problem this product solves.

These are potential opportunities for:

Another front-end product

Order bump

Upsell

Template package

Done-For-You package

Advanced training

Related affiliate product

Do not insert these additional solutions into the main product unless they are necessary to fulfill its promise.

List them separately after the finished product.

FINAL OUTPUT

Return the work in this order:

1. PRODUCT DEFINITION

2. PRODUCT ARCHITECTURE

3. COMPLETE PRODUCT

4. SUPPORTING ASSETS

5. IMPLEMENTATION CHECKLIST

6. ITEMS REQUIRING VERIFICATION

7. EXPANSION OPPORTUNITIES

The COMPLETE PRODUCT should be written as finished customer-facing material.

Do not give me instructions for writing the product.

Do not provide an outline in place of the product.

Do not stop after producing a sample.

Create the entire product and all supporting assets.

PRODUCT CUSTOMIZER PROMPT

The Afternoon Product

PURPOSE

NOTE: This is for customizing DFY products. Use the Product Builder Prompt for original / researched product ideas.

Use this prompt when you already have a digital product, report, guide, template, or Done-For-You product package and want to customize it for your own audience, niche, positioning, or offer.

You will provide the existing product below.

Your job is to help me create a genuinely customized version of the product while preserving the underlying solution that makes it useful.

The finished product should make sense for my chosen market on its own. A buyer should never feel that unrelated material was simply renamed or lightly rewritten.

STEP 1: MY PRODUCT

I am going to provide the existing product or product package below.

PRODUCT:

[PASTE OR ATTACH PRODUCT]

STEP 2: MY TARGET MARKET

Customize this product for:

NICHE:

[ENTER NICHE]

TARGET BUYER:

[DESCRIBE BUYER]

PRIMARY PROBLEM:

[ENTER PROBLEM, IF KNOWN]

DESIRED OUTCOME:

[ENTER DESIRED OUTCOME, IF KNOWN]

PRICE:

[ENTER INTENDED PRICE]

If I leave any of these fields blank, determine a reasonable answer from the product and target niche. Clearly identify anything you inferred.

STEP 3: ANALYZE BEFORE REWRITING

Do not immediately rewrite the product.

First analyze the existing material.

Identify:

1. The primary problem it solves.
2. The outcome it promises.
3. The mechanism or process used to produce that outcome.
4. The major sections of the product.
5. Examples that are specific to the original niche.
6. Terminology that would need to change.
7. Recommendations that may not apply to the new audience.
8. Templates, worksheets, prompts, checklists, or resources that need customization.
9. Claims that would become inaccurate if simply transferred to another niche.
10. Missing information that would make the customized version substantially better.

Then explain how you intend to adapt the product.

Do not begin the rewrite until this analysis is complete.

STEP 4: PRESERVE THE USEFUL CORE

Determine which parts of the original product represent generally useful principles and which parts depend upon the original market.

Preserve useful principles when they remain applicable.

Rewrite niche-specific material where necessary.

Replace irrelevant examples with examples appropriate for the new target buyer.

Change workflows when the new niche requires a different process.

Remove sections that do not contribute to the promised outcome.

Add sections when the new audience needs information that the original audience did not.

Do not change material merely to make the wording different.

The objective is to produce a better fit for the new buyer.

STEP 5: FACTUAL ACCURACY

Do not invent:

Statistics
Studies
Customer results
Testimonials
Income claims
Market sizes
Platform policies
Laws or regulations
Product capabilities
Fees
Prices
Technical requirements
Quotes
Case studies
Personal experiences

If the existing product contains factual claims that may be outdated, flag them for verification.

If the customized version requires facts you cannot verify, insert:

[VERIFY: description of information needed]

Do not quietly fill factual gaps with plausible-sounding information.

STEP 6: CREATE THE PRODUCT ARCHITECTURE

Before writing the finished product, create a proposed structure.

Include:

WORKING TITLE

SUBTITLE

TARGET BUYER

PRIMARY PROBLEM

PROMISED OUTCOME

PRODUCT FORMAT

PROPOSED SECTIONS

TOOLS / RESOURCES NEEDED

CHECKLISTS OR WORKSHEETS

TEMPLATES

PROMPTS

EXAMPLES

QUICK-START COMPONENT

CALL TO ACTION OR NEXT STEP

For each proposed section, explain in one or two sentences what the buyer should learn or accomplish.

Keep the product focused.

Do not inflate a simple solution into a large book simply to make it appear more valuable.

STEP 7: CUSTOMIZE THE PRODUCT

After presenting the proposed architecture, create the customized product.

Write for someone who purchased this material because they want to accomplish the promised outcome.

Use clear explanations and practical instructions.

Where appropriate, include:

Specific steps

Examples
Checklists
Templates
Worksheets
Prompts
Scripts
Resource recommendations
Common mistakes
Troubleshooting guidance

Do not pad the product with generic introductions, motivational filler, repeated summaries, or unnecessary background material.
Every major section should contribute to helping the buyer solve the problem.

WRITING STYLE

Write naturally.
Use complete thoughts and normal paragraph structure.
Avoid excessive one-sentence paragraphs.
Avoid repetitive rhetorical constructions.
Avoid unnecessary hype.

Avoid generic AI language such as:

"game-changer"
"unlock your potential"
"revolutionize"
"supercharge"
"delve into"
"in today's fast-paced world"

Do not repeatedly tell the reader that something is "simple," "powerful," or "essential." Demonstrate its usefulness through the instructions.
Use headings and subheadings where they improve navigation.
Use bullet points when the information is naturally a list.
Do not turn ordinary prose into a collection of bullet points simply for formatting.

MAKE IT ACTIONABLE

Whenever you explain something the buyer must do, provide enough information for them to actually do it.

Bad:

"Research your competition."

Better:

Explain where to look, what to look for, what information to record, and what decision the buyer should make from the research.

Bad:

"Create compelling content."

Better:

Explain what type of content to create, what problem it should address, how it connects to the product, and provide an example.
Apply this standard throughout the product.

CUSTOMIZE THE EXAMPLES

Examples should reflect the new niche.

If the product is being adapted for:

Dog training

Then examples should involve realistic dog-training situations.

If it is being adapted for:

Local business lead generation

Then examples should involve realistic businesses, prospects, campaigns, and client situations.

Do not simply insert the niche name into an unrelated example.

Create examples that demonstrate how the underlying principle actually operates in the new market.

CUSTOMIZE INCLUDED ASSETS

If the original product contains assets such as:

Checklists
Worksheets
Scripts
Templates
Prompts

Swipe files
Resource lists
Calculators
Action plans

Review each asset individually.

Determine whether it can remain unchanged, requires customization, should be replaced, or should be removed.

Then produce the customized versions.

QUALITY CONTROL

After completing the customized product, perform a final review.

Check for:

References to the original niche that were accidentally retained.

Examples that do not make sense for the new audience.

Contradictory instructions.

Repeated sections.

Unsupported factual claims.

Missing steps.

Instructions that assume knowledge a beginner may not have.

Templates that no longer match the instructions.

Prompts that reference the wrong niche.

Generic filler that can be removed without reducing usefulness.

Sections that promise something the product does not actually deliver.

Correct these problems before presenting the final version.

FINAL OUTPUT

Return the work in this order:

1. CUSTOMIZATION ANALYSIS

2. PROPOSED PRODUCT ARCHITECTURE

3. CUSTOMIZED PRODUCT

4. CUSTOMIZED ASSETS

5. ITEMS REQUIRING VERIFICATION

The CUSTOMIZED PRODUCT should be complete enough that I can move it into Google Docs or Canva, format it, export it as a PDF, and deliver it to customers.

Do not provide excerpts or sample sections unless I specifically request them.

Produce the complete customized product.

AI SALESMAN PROMPT

The Afternoon Product

PURPOSE

Use this prompt to create the sales copy for your digital product.

You will provide the product itself whenever possible.

Your job is to study what the product actually delivers, understand the buyer and problem it addresses, and create persuasive sales copy based on the genuine value of the product.

The sales letter should sell the outcome the buyer wants while accurately representing what the product can help them accomplish.

Do not manufacture claims, testimonials, scarcity, credentials, results, or evidence.

STEP 1: PROVIDE THE PRODUCT

PRODUCT:

[PASTE OR ATTACH PRODUCT]

PRODUCT NAME:

[ENTER PRODUCT NAME]

PRICE:

[ENTER PRICE]

OPTIONAL INFORMATION:

TARGET BUYER:

[ENTER IF KNOWN]

PRIMARY PROBLEM:

[ENTER IF KNOWN]

DESIRED OUTCOME:

[ENTER IF KNOWN]

TRAFFIC SOURCE:

[EXAMPLE: WARRIORPLUS, AFFILIATE TRAFFIC, EMAIL, SOCIAL MEDIA]

AUTHOR / COMPANY:

[ENTER IF RELEVANT]

GUARANTEE:

[ENTER ONLY IF YOU ACTUALLY OFFER ONE]

ADDITIONAL INFORMATION:

[ENTER ANYTHING ELSE RELEVANT]

If information is missing, determine what you reasonably can from the product.

Do not invent missing business policies, credentials, guarantees, testimonials, or customer results.

STEP 2: STUDY THE PRODUCT

Read the product before writing the sales letter.

Determine:

1. Who this product is for.
2. What problem caused them to seek a solution.
3. What they are trying to accomplish.
4. Why the problem matters to them.
5. What makes the problem difficult, confusing, expensive, frustrating, or time-consuming.
6. What solution the product provides.
7. How that solution works.
8. What specific information or assets the buyer receives.
9. What the buyer should be able to do after using the product.
10. What objections could reasonably prevent the purchase.
11. What differentiates this solution from continuing to search for free information.
12. What parts of the product have the greatest perceived value.

Do not start writing the sales letter until you understand the product.

STEP 3: IDENTIFY THE CENTRAL SALES IDEA

Determine the strongest central idea for selling this product.

Complete these statements:

THE BUYER IS:

[Who]

THE BUYER WANTS:

[Desired outcome]

THE BUYER IS STRUGGLING WITH:

[Problem]

THE PRODUCT HELPS THEM:

[Solution]

THE PRIMARY BENEFIT IS:

[Most important practical benefit]

THE PRIMARY EMOTIONAL BENEFIT IS:

[How solving the problem may make the buyer feel]

THE REASON TO BUY INSTEAD OF KEEP SEARCHING FOR FREE INFORMATION IS:

[Convenience, organization, speed, templates, process, specificity, etc.]

THE SIMPLEST EXPRESSION OF THE OFFER IS:

"For \$[PRICE], you get [SOLUTION] to help you [OUTCOME]."

STEP 4: FIND THE SALES ANGLES

Generate 5 possible sales angles based on the product.

Each angle should approach the same legitimate product benefit from a different direction.

Possible angles include:

Speed
Simplicity
Convenience
Avoiding mistakes
Reducing confusion
Saving money
Making money
Getting a specific result
Removing a frustrating obstacle
Providing a shortcut
Providing a ready-made asset
Organizing scattered information
Helping a beginner get started
Helping an experienced person improve a process

Do not force an angle that the product cannot support.

For each angle provide:

ANGLE:

The basic idea.

BUYER:

Who responds most strongly to it.

PROBLEM:

What it emphasizes.

PROMISE:

What reasonable outcome it emphasizes.

WHY IT FITS:

Why the actual product supports this angle.

Then select the strongest angle for the sales letter.

Base the selection on:

Relevance to the buyer.
Strength of the problem.
Clarity of the outcome.
Specificity.

Ability of the product to fulfill the promise.

STEP 5: DEVELOP HEADLINE OPTIONS

Create 10 headline concepts.

Vary the approaches.

Possible structures include:

How To [DESIRED OUTCOME]

How To [DESIRED OUTCOME] Without [COMMON OBSTACLE]

Discover How To [DESIRED OUTCOME]

The [METHOD] For [DESIRED OUTCOME]

A Faster Way To [DESIRED OUTCOME]

Finally, A Simple Way To [DESIRED OUTCOME]

Turn [STARTING POINT] Into [DESIRED RESULT]

The Step-By-Step Guide To [OUTCOME]

What To Do When [PROBLEM]

How [TYPE OF PERSON] Can [OUTCOME]

Do not mechanically use these formulas if a more natural headline is stronger.

Avoid headlines that sound like generic advertising templates.

Avoid unsupported superlatives such as:

Best

Ultimate

Revolutionary

Guaranteed

Effortless

Secret

unless the supplied product provides a legitimate reason for the claim.

Select the strongest headline and explain briefly why it fits the offer.

STEP 6: CREATE THE LEAD

Write the opening section of the sales letter.

The lead should quickly connect the buyer to the problem or desired outcome.

Possible approaches include:

Ask a question the buyer is already asking.

Describe the frustrating situation they are experiencing.

Present the desired outcome.

Reveal an overlooked problem.

Challenge a common assumption when there is a legitimate reason to do so.

Introduce the solution directly.

Use the approach best supported by the product.

Do not spend hundreds of words delaying the offer.

For a low-priced product, the buyer should understand relatively quickly:

What this is.

Why it matters.

What it can help them accomplish.

STEP 7: EXPLAIN THE PROBLEM

Describe the problem in language the target buyer would recognize.

Show that you understand:

What they are trying to accomplish.

What tends to get in their way.

Why common attempts may fail.

What the consequences are of leaving the problem unresolved.

Do not exaggerate minor inconveniences into disasters.

Do not invent emotional problems the research does not support.

The purpose is recognition.

The buyer should be able to read this section and reasonably think:

"Yes, that's the problem I'm dealing with."

STEP 8: INTRODUCE THE SOLUTION

Transition naturally from the problem to the product.

Explain:

What the product is.

What it helps the buyer do.

How the approach works.

Why the product was structured this way.

What makes it easier than piecing the solution together independently.

Keep the explanation concrete.

STEP 9: SELL THE OUTCOME

Describe what the buyer should be able to accomplish after using the product.

Focus on practical outcomes.

Connect features to benefits.

For example:

FEATURE:

A step-by-step checklist.

WEAK BENEFIT:

"You get a convenient checklist."

STRONGER BENEFIT:

"You can work through the process in order without having to remember every step or keep returning to the main guide."

FEATURE:

Five ready-made templates.

WEAK BENEFIT:

"Includes five valuable templates."

STRONGER BENEFIT:

"Start with a working structure instead of staring at a blank page and trying to build everything yourself."

Apply this principle throughout the sales letter.

STEP 10: PRESENT WHAT THEY GET

Create a clear section showing exactly what is included.

For each component provide:

COMPONENT NAME

WHAT IT IS

WHAT IT HELPS THE BUYER DO

WHY THAT MATTERS

Examples of components might include:

Main Guide

Quick Start Checklist

Worksheet

Template

Prompt

Swipe File

Calculator

Resource Directory

Action Plan

Bonus

Only include components that actually exist in the product or that I have explicitly told you will be included.

Do not invent bonuses to make the offer appear larger.

STEP 11: BUILD VALUE

Explain the practical value of having the solution organized and ready to use.

Possible sources of value include:

Time saved researching.

Mistakes avoided.

Templates already prepared.
Information organized in sequence.
Clear instructions.
Useful examples.
Faster implementation.
Reduced uncertainty.
Resources gathered in one place.
Do not assign fake monetary values to individual components.
Do not claim that a PDF is "worth \$297" simply to make a \$7 price appear inexpensive.
Build value from usefulness.

STEP 12: HANDLE OBJECTIONS

Identify the 5 to 8 most reasonable objections someone might have before purchasing.

Examples:

Will this work for a beginner?
Do I need special software?
How much time will this take?
Is this relevant to my situation?
What exactly do I receive?
Is this a course or a downloadable product?
Do I need previous experience?
Can I use this if I already started?
Will I need to buy anything else?

Answer the objections using information from the actual product.

Do not invent favorable answers.

If the answer depends on something unknown, flag it rather than making an assumption.

STEP 13: WRITE THE OFFER

Present the offer clearly.

Include:

Product name.
Primary outcome.
What is included.
Price.
Delivery format.
Guarantee, only if supplied.
Call to action.

The buyer should know exactly what they are purchasing.

STEP 14: CALL TO ACTION

Write a direct call to action.

Tell the buyer what happens next.

For example:

Click the button below.
Complete your order.
Download the product.
Open the Quick Start section.
Begin with the first step.
Do not manufacture urgency.

Do not say:

"Act now before it's gone."

"Only a few copies remain."

"Price increases tonight."

unless I have specifically supplied a legitimate deadline or limitation.

STEP 15: OPTIONAL FAQ

Create an FAQ based on genuine purchase questions.

Possible questions include:

What do I receive?

How is the product delivered?
Who is this for?
Is this beginner-friendly?
Do I need special tools?
How long will it take to use?
Is there a guarantee?
Can I access it immediately?
Only answer questions for which sufficient information is available.
Do not invent policies.

CLAIMS POLICY

Do not invent or exaggerate:

Income claims
Sales figures
Customer results
Testimonials
Case studies
Statistics
Research
Credentials
Scarcity
Deadlines
Guarantees
Bonuses
Discounts
Product capabilities

If the product discusses making money, marketing, business growth, health, employment, investing, or another outcome affected by outside variables, use reasonable language.

Prefer:

"Designed to help you..."
"Shows you how to..."
"Gives you a process for..."
"Helps you create..."
"Provides the tools to..."

Avoid:

"Guaranteed to..."
"You will make..."
"This always works..."
"Anyone can make..."
"Get results instantly..."

COPY STYLE

Write persuasive direct-response copy without turning every sentence into a slogan.
Use normal paragraphs.
Vary sentence length naturally.
Use subheadings to make the page easy to scan.
Use bullets when presenting benefits, components, or other naturally grouped information.
Do not use excessive one-sentence paragraphs.
Do not use fake quotes from imaginary customers.
Do not repeatedly ask rhetorical questions.
Do not use excessive exclamation marks.
Do not use ALL CAPS for entire sentences.
Do not manufacture drama.

Avoid generic advertising language such as:

"game-changing"
"revolutionary"
"groundbreaking"
"unlock your potential"
"skyrocket"
"crush it"
"dominate"

"transform your life"

unless the specific context genuinely justifies the language.

The copy should sound like someone who understands the buyer's problem and has a useful solution to sell.

LENGTH

Match the sales letter to the complexity and price of the offer.

For a straightforward \$7 to \$17 digital product, favor a concise sales letter that completely explains the offer.

Do not write thousands of words simply because traditional direct-response sales letters are sometimes long.

If the product requires substantial explanation, use the length necessary to sell it properly.

FINAL QUALITY CONTROL

Before returning the sales letter, compare every major claim against the product and information I supplied.

Check:

Does the headline accurately represent the product?

Does the opening address a genuine buyer problem?

Is the promised outcome achievable within the product's scope?

Does every listed deliverable actually exist?

Are benefits connected to real features?

Did we invent any evidence?

Did we invent any scarcity?

Did we invent any guarantee?

Did we make an income or performance promise the product cannot support?

Are the objections answered accurately?

Is the offer easy to understand?

Is the price clearly stated?

Is the call to action clear?

Can unnecessary copy be removed without weakening the argument?

Correct any problems before returning the final copy.

FINAL OUTPUT

Return the work in this order:

1. SALES ANALYSIS

Summarize:

Target buyer

Primary problem

Desired outcome

Core product mechanism

Primary benefit

Primary emotional benefit

Strongest sales angle

Major objections

2. HEADLINE OPTIONS

Provide the 10 headline options.

3. RECOMMENDED SALES ANGLE

Identify the angle used for the finished sales letter and briefly explain the reasoning.

4. COMPLETE SALES LETTER

Write the complete customer-facing sales letter.

It should be ready to paste into a sales page builder or provide to the Sales Page Builder Prompt.

5. ITEMS REQUIRING VERIFICATION

List any claims, policies, facts, or offer details that need my confirmation before publishing.

If nothing requires verification, state:

No outstanding verification items.

SALES PAGE BUILDER PROMPT

The Afternoon Product

PURPOSE

Use this prompt after creating your sales copy with the AI Salesman Prompt.

Your job is to turn the finished sales letter into a complete, professional sales page.

The finished page should:

Present the offer clearly.

Make the sales copy easy to read.

Work well on desktop and mobile devices.

Load quickly.

Use a clean visual hierarchy.

Make the purchase buttons easy to find.

Avoid unnecessary technical complexity.

You will provide the sales copy, product information, and checkout link.

Build the complete page from those materials.

STEP 1: PROVIDE THE SALES COPY

SALES LETTER:

[PASTE THE COMPLETE SALES LETTER]

STEP 2: PROVIDE THE OFFER INFORMATION

PRODUCT NAME:

[ENTER PRODUCT NAME]

PRICE:

[ENTER PRICE]

CHECKOUT URL:

[PASTE WARRIORPLUS, JVZOO, CLICKBANK, PAYPAL, STRIPE, OR OTHER CHECKOUT URL]

BUTTON TEXT:

[EXAMPLE: GET INSTANT ACCESS FOR \$7]

PRODUCT IMAGE:

[OPTIONAL IMAGE URL OR FILE INFORMATION]

AUTHOR / COMPANY:

[OPTIONAL]

SUPPORT EMAIL:

[OPTIONAL]

GUARANTEE:

[ONLY INCLUDE IF ACTUALLY OFFERED]

FOOTER INFORMATION:

[OPTIONAL]

ADDITIONAL INSTRUCTIONS:

[OPTIONAL]

STEP 3: ANALYZE THE SALES LETTER

Before building the page, identify:

Primary headline.

Supporting headline or subheadline.

Opening sales argument.

Problem section.

Solution section.

Primary benefits.

Product components.

Offer section.

Objection handling.

FAQ.

Call to action.

Guarantee, if supplied.
Any credibility elements actually supported by the copy.
Determine the best visual hierarchy for presenting these elements.
Do not change the underlying sales argument unless formatting requires a minor adjustment.

STEP 4: CREATE THE PAGE STRUCTURE

Organize the sales page into logical sections.

A typical structure might include:

HERO SECTION

Headline
Subheadline
Short opening copy
Product image if available
Primary purchase button

PROBLEM SECTION

Explanation of the problem or desired outcome.

SOLUTION SECTION

Introduction to the product.
What it does.
Who it is for.

BENEFITS SECTION

Primary benefits presented in an easy-to-scan format.

WHAT YOU GET

Individual product components and what each helps the buyer accomplish.

HOW IT WORKS

A short explanation of how the buyer uses the product, when appropriate.

OFFER SECTION

Product summary.
Price.
Purchase button.

OBJECTION / FAQ SECTION

Answers to reasonable purchase questions.

FINAL CALL TO ACTION

Restate the primary outcome.
Summarize the offer.
Price.
Purchase button.

FOOTER

Support information.
Company information when supplied.
Required disclaimers when supplied.
This is a suggested structure.
Adapt the structure to the actual sales copy.
Do not create empty sections simply because they appear in this list.

STEP 5: DESIGN DIRECTION

Create a clean direct-response sales page.
The design should support the sales argument rather than compete with it.

Use:

A readable content width.
Clear typography.
Strong heading hierarchy.
Generous spacing.
Visible calls to action.

Simple cards or boxes when useful.
Responsive layouts.
High contrast between text and background.
Consistent button styling.

Avoid:

Complicated navigation.
Sidebars.
Carousels.
Sliders.
Auto-playing media.
Distracting animations.
Unnecessary popups.
Excessive gradients.
Tiny text.
Huge blocks of centered body copy.
Too many competing colors.
Decorative elements that make the offer harder to understand.
The page should look professional without requiring a professional designer to maintain it.

STEP 6: MOBILE-FIRST REQUIREMENTS

The page must work properly on phones.

Ensure:

No horizontal scrolling.
Text remains readable.
Buttons are large enough to tap.
Images scale correctly.
Columns stack when necessary.
Padding adjusts for smaller screens.
Headlines do not overflow.
Tables, if absolutely necessary, remain usable.
Checkout buttons remain obvious.
Do not assume the buyer is viewing the page on a desktop computer.

STEP 7: PURCHASE BUTTONS

Use the CHECKOUT URL I provided for all purchase buttons.
Do not invent or modify the checkout URL.
Purchase buttons should appear at appropriate decision points.

At minimum, consider:

After the initial offer presentation.
After the "What You Get" section.
Near the bottom of the page.
Do not place a purchase button after every paragraph.
Use the button text I supplied.

If I did not supply button text, create clear text based on the offer, such as:

Get Instant Access For \$7
Download [PRODUCT NAME]
Get [PRODUCT NAME] Now
Do not use misleading button text.

STEP 8: IMAGES

If I provide a product image, use it appropriately.
If no image is supplied, do not invent a URL to an image.

You may create an obvious placeholder such as:

PRODUCT IMAGE PLACEHOLDER

and tell me where the image should be inserted.
Do not hotlink random images from the internet.
Do not use external image libraries unless I specifically request them.

STEP 9: HTML REQUIREMENTS

Create the sales page as a complete HTML document.

It should include:

```
<!DOCTYPE html>
<html>
<head>
<meta charset>
Responsive viewport settings
Page title
Meta description
```

CSS

```
</head>
<body>
Complete page content.
</body>
</html>
```

Use HTML5.

Use semantic elements where appropriate.

Keep the code understandable for someone with basic HTML knowledge.

STEP 10: CSS REQUIREMENTS

Place the CSS inside the HTML document unless I specifically request separate files.

Use:

Modern CSS.

Responsive sizing.

Flexbox or Grid when useful.

System fonts or safe font stacks by default.

Reusable classes.

Reasonable breakpoints.

Avoid unnecessary CSS frameworks.

Do not require Bootstrap, Tailwind, React, Vue, jQuery, or another dependency unless I specifically request it.

The page should work as a standalone HTML file.

STEP 11: JAVASCRIPT

Do not add JavaScript unless the page genuinely requires it.

A normal sales page should usually work without JavaScript.

If JavaScript is necessary, explain why and keep it minimal.

Do not add:

Tracking scripts.

Advertising pixels.

Analytics.

External widgets.

Chat widgets.

Popup scripts.

unless I specifically provide or request them.

STEP 12: PRESERVE THE SALES COPY

The AI Salesman Prompt has already created the sales argument.

Your primary job is presentation.

You may:

Break long paragraphs for readability.

Convert appropriate material into bullets.

Create subheadings.

Move sections when the page flows better.

Shorten obvious repetition.

Format components into cards or boxes.

Do not:

Invent new claims.

Invent testimonials.

Invent scarcity.

Invent bonuses.

Invent statistics.

Invent guarantees.

Invent customer results.

Change the meaning of the offer.

If the sales letter contains something that appears unsupported or contradictory, flag it rather than quietly strengthening the claim.

STEP 13: PAGE TITLE AND META DESCRIPTION

Create:

PAGE TITLE

A clear browser title based on the product and primary outcome.

META DESCRIPTION

A concise description of the product and what it helps the buyer accomplish.

Do not keyword-stuff the title or description.

STEP 14: ACCESSIBILITY

Use reasonable accessibility practices.

Include:

Proper heading order.

Descriptive button/link text.

Alt text for supplied images.

Readable font sizes.

Adequate contrast.

Visible focus states for links and buttons.

Do not sacrifice readability for visual effects.

STEP 15: TRUST AND CREDIBILITY

Use only credibility elements I actually provide.

These might include:

Author information.

Company information.

Real testimonials.

Real customer counts.

Documented experience.

Guarantee.

Support information.

Secure checkout information supplied by the payment platform.

Do not manufacture trust indicators.

Do not create fake:

Testimonials.

Review stars.

Customer counts.

Security badges.

Media logos.

Certifications.

Awards.

Purchase notifications.

STEP 16: COMPLIANCE

If the sales copy involves:

Income.

Business opportunities.

Marketing results.

Health.

Fitness.

Investing.

Employment.

Legal matters.

Other regulated or sensitive claims.

Do not create additional performance claims.

If I provide required disclaimer language, include it in the footer.

If you believe the page contains a claim that may require review, flag it for me.

Do not invent legal language and present it as sufficient for compliance.

STEP 17: QUALITY CONTROL

Before returning the page, inspect your work.

Verify:

The product name is correct.
The price is correct.
Every purchase button uses the supplied checkout URL.
The page accurately represents the supplied sales letter.
No deliverables were invented.
No testimonials were invented.
No guarantees were invented.
No scarcity was invented.
The HTML structure is valid.
The page has a viewport meta tag.
The design is responsive.
Buttons are visible and usable.
Images scale correctly.
Text remains readable on mobile.
There are no unnecessary external dependencies.
There are no placeholder links masquerading as real links.
Correct any problems you identify.

FINAL OUTPUT

Return the work in this order:

1. PAGE PLAN**Briefly identify:**

Page structure.
Primary call to action.
Major visual sections.
Any supplied information that could not be used.

2. COMPLETE HTML

Provide the entire finished HTML document in one code block.

The file should be capable of being saved as:

index.html

and opened directly in a browser.

3. ITEMS TO REPLACE OR ADD

List only genuine remaining items, such as:

Product image.
Checkout URL if none was supplied.
Support email.
Tracking code.
Legal disclaimer supplied by me.
Analytics code.

Do not create unnecessary setup tasks.

4. FINAL TEST CHECKLIST

Provide a short checklist for testing the page before publishing.

Include:

Open the page on desktop.
Open the page on a phone.
Test every purchase button.
Verify the price.
Verify the product name.
Check the product image.
Proofread the sales copy.
Confirm support information.
Complete a test checkout if the payment platform supports it.

SELF-HOSTED LANDING PAGE PROMPT

The Afternoon Product

PURPOSE

Use this prompt to create a simple webpage that you can host on your own web hosting account.

You do not need WordPress, a page builder, or specialized landing page software.

The finished page should use ordinary HTML and CSS and be designed so that it can be uploaded to most standard web hosting accounts.

This prompt can be used to create:

Sales pages

Product delivery pages

Download pages

Thank-you pages

Lead capture pages

Bonus pages

Resource pages

Simple promotional pages

Your job is to determine what type of page I need, create it, and give me the files and instructions necessary to publish it.

STEP 1: DEFINE THE PAGE

PAGE TYPE:

[ENTER ONE:

SALES PAGE

DELIVERY PAGE

DOWNLOAD PAGE

THANK-YOU PAGE

LEAD CAPTURE PAGE

BONUS PAGE

RESOURCE PAGE

OTHER]

PAGE PURPOSE:

[DESCRIBE WHAT THE PAGE SHOULD ACCOMPLISH]

PAGE NAME:

[ENTER PAGE OR PRODUCT NAME]

DOMAIN:

[OPTIONAL]

DESIRED PAGE URL:

[OPTIONAL]

STEP 2: PROVIDE THE CONTENT

PAGE CONTENT:

[PASTE THE CONTENT YOU WANT ON THE PAGE]

If I provide finished copy, preserve the substance of that copy.

You may organize and format it for readability.

Do not substantially rewrite finished sales copy unless I specifically ask you to.

STEP 3: PROVIDE LINKS

PRIMARY BUTTON URL:

[PASTE URL]

PRIMARY BUTTON TEXT:

[ENTER BUTTON TEXT]

ADDITIONAL LINKS:

[PASTE ANY ADDITIONAL LINKS]

DOWNLOAD FILE:

[ENTER DOWNLOAD FILE NAME OR URL IF RELEVANT]

SUPPORT EMAIL:

[OPTIONAL]

Do not invent URLs.

If a required URL is missing, create an obvious placeholder and identify it in the final instructions.

STEP 4: PROVIDE OPTIONAL ASSETS

PRODUCT IMAGE:

[OPTIONAL]

LOGO:

[OPTIONAL]

ADDITIONAL IMAGES:

[OPTIONAL]

VIDEO EMBED:

[OPTIONAL]

TRACKING CODE:

[OPTIONAL]

ADDITIONAL CODE:

[OPTIONAL]

Use only assets and code I actually provide.

Do not hotlink random images from the internet.

STEP 5: DETERMINE WHAT THE PAGE NEEDS

Before creating the page, determine what functionality is actually required.

For example:

A sales page may need:

Sales copy.

Product image.

Purchase buttons.

FAQ.

Support information.

A delivery page may need:

Welcome message.

Instructions.

Download buttons.

Links to included resources.

Support information.

A lead capture page may need:

Headline.

Explanation of the offer.

Opt-in form.

Privacy information.

Thank-you redirect.

A download page may need:

Product name.

Short instructions.

Download link.

Additional resources.

Support information.

Do not add functionality simply because it is technically possible.

Keep the page appropriate to its purpose.

STEP 6: CREATE THE FILE STRUCTURE

Use a simple file structure whenever possible.

For example:

```
/product-name/  
index.html  
  /images/  
  product-cover.jpg  
  logo.png  
  /downloads/  
  product.pdf  
  bonus.zip
```

Only create folders that are actually needed.

If everything can reasonably exist in one HTML file, keep the structure simple.

STEP 7: CREATE THE HTML PAGE

Create a complete HTML5 document.

Include:

```
<!DOCTYPE html>  
<html>  
<head>
```

Character encoding.
Responsive viewport.
Page title.
Meta description.
CSS.

```
</head>  
<body>
```

Complete page content.

```
</body>  
</html>
```

The finished index.html file should work when opened directly in a browser.

STEP 8: CSS

Use embedded CSS by default.

The page should have:

Readable typography.
Clear headings.
Comfortable spacing.
Responsive layout.
Visible buttons.
Appropriate content width.
Mobile-friendly formatting.
Use system fonts or common safe font stacks unless I request something else.
Avoid external CSS frameworks unless they are genuinely necessary.

Do not require:

Bootstrap
Tailwind
React
Vue
jQuery
Node

NPM

for an ordinary landing page.

STEP 9: JAVASCRIPT

Avoid JavaScript unless required.
Simple pages generally do not need it.
If JavaScript is necessary, use plain JavaScript when practical and explain why it was added.
Do not introduce unnecessary libraries or dependencies.

STEP 10: DELIVERY PAGE REQUIREMENTS

If this is a PRODUCT DELIVERY or DOWNLOAD page, make the customer's next action obvious.

Show:

What they purchased.
What files or resources are included.

Where to download them.
What order they should use them in, if relevant.
How to contact support.
For multiple files, label each download clearly.

For example:

MAIN PRODUCT

Download The Complete Guide

QUICK START CHECKLIST

Download The Checklist

TEMPLATES

Download The Template Pack

Do not use vague links such as:

Click Here

when a descriptive link would be clearer.

STEP 11: SALES PAGE REQUIREMENTS

If this is a SALES PAGE, preserve the supplied sales argument.

Use visible purchase buttons connected to the supplied checkout URL.

Do not invent:

Testimonials.

Customer results.

Scarcity.

Bonuses.

Guarantees.

Prices.

Claims.

If the page was previously generated with the Sales Page Builder Prompt, focus on preparing it for self-hosting rather than rewriting it.

STEP 12: LEAD CAPTURE REQUIREMENTS

If this is a LEAD CAPTURE PAGE, I must provide the form or integration information.

Possible examples include:

AWeber form code.

ActiveCampaign form code.

Form action URL.

Embedded form.

Other email platform code.

Do not invent form endpoints.

Do not pretend an email capture form works unless it is connected to an actual service.

If I have not supplied the necessary integration, create the page layout with a clearly marked placeholder:

[INSERT EMAIL FORM CODE HERE]

Explain what I need to replace before publishing.

STEP 13: FILE DOWNLOADS

If the page delivers files, use relative paths when appropriate.

For example:

downloads/my-product.pdf

rather than assuming a domain name.

Make file names understandable.

Prefer:

digital-product-checklist.pdf

over:

final-v2-new-003.pdf

Do not invent files that I have not supplied.

STEP 14: BASIC SECURITY

Do not include:

API keys.

Passwords.

Private credentials.
Database credentials.
Secret tokens.
Payment processor secrets.
in HTML, CSS, or browser-side JavaScript.
Anything placed inside a public webpage should be treated as visible to visitors.
If I provide a secret credential by mistake, warn me rather than embedding it into the page.

STEP 15: PRODUCT DELIVERY LIMITATIONS

Understand the limitations of simple self-hosted delivery.
A publicly accessible download URL can potentially be shared.

Do not claim that ordinary HTML provides:

Secure authentication.
Expiring downloads.
Protected memberships.
License management.
Customer-specific access.
DRM.

unless an external system actually provides those capabilities.
For a simple low-priced product, ordinary file delivery may be sufficient.
If the requested page requires genuine access control, explain that additional infrastructure is required.

STEP 16: TRACKING

If I provide analytics, advertising pixel, or tracking code, identify where it should be placed.
Do not create tracking IDs.
Do not substitute fake IDs.
Do not add tracking services I did not request.

STEP 17: CREATE UPLOAD INSTRUCTIONS

After creating the page, provide instructions for publishing it using a typical hosting control panel.
Assume the user may be a beginner.
Explain the process in practical terms.

Typical process:

1. Log into the hosting control panel.
2. Open File Manager.
3. Open the public website directory.

This is commonly:

public_html
although the exact directory can vary by host.
4. Create a folder for the page.

Example:

public_html/my-product/
5. Upload index.html.
6. Upload any required image or download folders.
7. Confirm the file structure.
8. Visit the page URL.
9. Test every link and button.
10. Test the page from a phone.
Do not assume every hosting company uses the same interface.
If the host is known, tailor the instructions to that host when reliable information is available.

STEP 18: DOMAIN AND URL EXAMPLE

Explain how the file path normally relates to the public URL.

For example:

DOMAIN:

https://example.com

SERVER FOLDER:

public_html/my-product/

FILE:

index.html

PUBLIC PAGE:

<https://example.com/my-product/>

Explain this in simple language when the user is unfamiliar with web hosting.

STEP 19: TEST THE PAGE

Create a testing checklist appropriate to the page.

Check:

- Page loads.
- Page works on desktop.
- Page works on mobile.
- Product name is correct.
- Price is correct, if applicable.
- Images load.
- Buttons work.
- Checkout link works.
- Download links work.
- Email links work.
- Video works, if applicable.
- Forms work, if applicable.
- Support information is correct.
- No placeholder content remains.
- No private information appears in the source code.

STEP 20: COMMON PROBLEMS

Include brief troubleshooting instructions for common publishing problems when relevant.

Examples:

404 PAGE NOT FOUND

Check that index.html was uploaded to the correct folder.

IMAGE DOES NOT DISPLAY

Check the image filename and path.
Remember that many web servers treat uppercase and lowercase filenames differently.

DOWNLOAD DOES NOT WORK

Verify that the file exists in the specified folder and that the link matches the exact filename.

PAGE LOOKS BROKEN

Confirm that the entire HTML document was uploaded and that no portion of the CSS was accidentally removed.

OLD VERSION STILL APPEARS

Refresh the browser and clear the browser cache if necessary.

STEP 21: QUALITY CONTROL

Before returning the finished page, verify:

- The HTML document is complete.
- The page purpose is clear.
- The layout is responsive.
- Links use the URLs I supplied.
- No URLs were invented.
- No files were invented.
- No credentials are exposed.
- No unnecessary dependencies were added.
- The page can run on ordinary web hosting.
- The file structure is understandable.
- The publishing instructions match the files you created.

Correct any problems before returning the final output.

FINAL OUTPUT

Return the work in this order:

1. PAGE SUMMARY

Identify:

Page type.

Purpose.

Primary action.

Files required.

2. FILE STRUCTURE

Show the recommended directory structure.

Example:

```
/my-product/  
index.html  
  /images/  
    product-cover.jpg  
  /downloads/  
    product.pdf
```

3. INDEX.HTML

Provide the complete HTML document.

Do not provide partial code.

Do not replace sections with comments such as:

```
<!-- Add sales copy here -->
```

unless the required information was not supplied.

4. ADDITIONAL FILES

If additional HTML, CSS, or JavaScript files are genuinely necessary, provide each complete file separately.

Label every file clearly.

5. ASSETS I NEED TO PROVIDE

List any missing:

Images.

Downloads.

URLs.

Forms.

Tracking code.

Support information.

Omit this section if nothing is missing.

6. UPLOAD INSTRUCTIONS

Provide the exact recommended upload process based on the information available.

7. TEST CHECKLIST

Provide the final pre-launch test checklist.

IMPORTANT

The goal is to get a functional page online quickly.

Favor the simplest technical solution that fulfills the page's purpose.

Do not turn a basic landing page into a software development project.

SOCIAL MEDIA CONTENT ENGINE PROMPT

The Afternoon Product

PURPOSE

Use this prompt to turn your product, niche research, and customer problems into social media content that attracts the same people who are likely to buy your product.

The objective is to create useful content around real problems your target buyer already has.

Some content should solve smaller problems completely.

Some content should explain larger problems.

Some content should demonstrate methods, mistakes, examples, or opportunities.

Some content can directly introduce the paid product.

The content should provide enough standalone value that someone can benefit from following you even if they do not immediately purchase.

STEP 1: PROVIDE THE PRODUCT

PRODUCT:

[PASTE OR ATTACH PRODUCT]

PRODUCT NAME:

[ENTER PRODUCT NAME]

PRODUCT URL:

[ENTER URL]

PRICE:

[ENTER PRICE]

STEP 2: PROVIDE THE RESEARCH

If available, provide the relevant portion of your Master Product Manifest or Niche Mining research.

RESEARCH:

[PASTE RESEARCH]

This may include:

Questions people asked.

Problems discovered.

YouTube comments.

Common frustrations.

Desired outcomes.

Related questions.

Content topics.

Search phrases.

Evidence of demand.

If research is supplied, use it heavily.

The purpose is to create content around problems people actually appear to care about.

STEP 3: DEFINE THE AUDIENCE

TARGET BUYER:

[DESCRIBE TARGET BUYER]

PRIMARY PROBLEM:

[ENTER PRIMARY PROBLEM]

DESIRED OUTCOME:

[ENTER DESIRED OUTCOME]

OPTIONAL AUDIENCE DETAILS:

[ENTER ANY ADDITIONAL INFORMATION]

If this information can be determined from the supplied product and research, infer it and clearly identify the inference.

STEP 4: SELECT PLATFORMS

PLATFORMS:

[SELECT ANY THAT APPLY]

Facebook
Instagram
TikTok
YouTube
YouTube Shorts
LinkedIn
X / Twitter
Threads
Other

If no platform is selected, create ideas that can be adapted across multiple social platforms.

Do not assume the exact same format is ideal for every platform.

STEP 5: CONTENT OBJECTIVE

Select the primary objective:

[SELECT ONE OR MORE]

Build an audience.
Generate product sales.
Generate leads.
Build an email list.
Establish expertise.
Support an affiliate promotion.
Launch a new product.
Maintain ongoing visibility.

If no objective is supplied, prioritize:

Audience growth.
Useful engagement.
Product discovery.
Sales.

STEP 6: EXTRACT THE CONTENT UNIVERSE

Before writing posts, study the product and research.

Extract:

Primary problem.
Secondary problems.
Beginner questions.
Advanced questions.
Common mistakes.
Misconceptions.
Frustrations.
Desired outcomes.
Decisions the buyer struggles with.
Processes they need to understand.
Tools they may need.
Examples they would benefit from seeing.
Things they should avoid.
Things they should do first.
Things they should do next.
Questions that naturally lead toward the product.
Create a CONTENT UNIVERSE from this information.
Do not begin by randomly brainstorming social media topics.

STEP 7: SEPARATE SMALL AND LARGE PROBLEMS

Identify SMALL PROBLEMS that can be solved completely in free content.

Examples might include:

Answering one question.
Showing one technique.
Explaining one mistake.
Providing one useful checklist.
Demonstrating one step.
Clarifying one confusing concept.

Then identify LARGER PROBLEMS that require:

A complete process.
Several steps.
Templates.

Detailed instructions.
A framework.
A collection of resources.
Implementation guidance.

The larger problems are natural opportunities to introduce the paid product when the product genuinely provides the larger solution.

STEP 8: BUILD CONTENT PILLARS

Create 4 to 7 content pillars based on the research.

Possible categories include:

PROBLEMS

Explain problems the audience experiences.

QUESTIONS

Answer questions people actually ask.

HOW-TO

Show people how to perform useful tasks.

MISTAKES

Explain common errors and how to correct them.

BREAKDOWNS

Break complicated topics into understandable parts.

EXAMPLES

Demonstrate what good implementation looks like.

TOOLS AND RESOURCES

Show useful resources.

MYTHS AND MISCONCEPTIONS

Correct inaccurate assumptions when evidence supports the correction.

CASE EXAMPLES

Use real documented examples or clearly labeled hypothetical examples.

PRODUCT-RELATED CONTENT

Discuss problems directly connected to the paid solution.

Do not force these categories.

Create pillars that make sense for the actual niche.

STEP 9: CREATE CONTENT ANGLES

For each content pillar, generate multiple angles.

Useful structures include:

How to...
Why does...
What happens when...
Three mistakes...
Before you...
If you're struggling with...
The easiest way to...
What I would do if...
A simple checklist for...
The biggest problem with...
Five questions to ask before...
Here's how this works...
What beginners usually miss...
A better way to approach...
An example of...
The first thing to check when...
Use these as structural inspiration.
Do not mechanically repeat the same opening across dozens of posts.

STEP 10: CREATE HOOKS

Create hooks that make the intended audience recognize that the content is relevant to them.

Strong hooks may:

Identify the audience.

State the problem.

Ask a familiar question.

Promise useful information.

Introduce an interesting example.

Point out a common mistake.

Present a useful observation.

Show a desirable outcome.

Avoid empty curiosity bait.

Avoid:

"You won't believe this."

"This changes everything."

"Nobody is talking about this."

"The secret they don't want you to know."

"Stop scrolling."

unless the content genuinely supports the statement.

The hook should lead honestly into the content.

STEP 11: TEACH SOMETHING USEFUL

Each educational post should contain an actual idea, instruction, example, or answer.

Do not produce content that merely says:

"You need a strategy."

"Consistency is important."

"Know your audience."

"Provide value."

"Use AI."

Explain what the audience should actually do.

Whenever possible, give them something they can use immediately.

STEP 12: CONTENT-TO-PRODUCT BRIDGE

Some posts should naturally connect the free content to the paid product.

The transition should make logical sense.

Example structure:

1. Explain a smaller problem.

2. Give the useful solution.

3. Identify the larger related problem.

4. Explain that the product provides the complete process, templates, instructions, or resources.

5. Give the product link or call to action.

Do not artificially withhold the answer just to force a sale.

Give useful free information.

Sell the convenience, complete process, organization, templates, depth, or implementation help contained in the product.

STEP 13: CONTENT MIX

Unless I specify otherwise, use approximately this mix:

40% EDUCATIONAL

Teach something useful.

20% PROBLEM AWARENESS

Help people understand a problem or mistake.

15% EXAMPLES / BREAKDOWNS

Show how something works.

10% QUESTIONS / DISCUSSION

Encourage useful audience interaction.

15% PRODUCT-RELATED

Directly or indirectly introduce the paid solution.

Treat these percentages as guidelines.

Adjust them when the platform, audience, or campaign requires a different mix.

STEP 14: DIRECT PROMOTIONAL CONTENT

Create some posts that directly promote the product.

Direct promotional content should explain:

Who the product is for.

What problem it addresses.

What the buyer receives.

What it helps them accomplish.

What it costs.

Where to get it.

Do not hide the fact that you are selling something.

Do not make unsupported claims.

Do not manufacture scarcity.

Do not invent customer results.

STEP 15: SHORT-FORM VIDEO

When creating TikTok, Reels, or YouTube Shorts content, provide:

HOOK

The opening statement.

TALKING POINTS

The main ideas in logical order.

CTA

The next action.

ON-SCREEN TEXT

Optional text worth displaying.

CAPTION

A supporting caption.

Do not write every video as an overproduced script.

The creator should be able to speak naturally from the talking points.

STEP 16: TEXT POSTS

For text-based platforms, create complete posts.

Use normal paragraphs.

Keep the post appropriate to the platform.

Do not artificially break every sentence onto a separate line.

Use bullets when they genuinely improve readability.

The writing should sound like a person explaining something useful rather than a collection of advertising slogans.

STEP 17: LONGER EDUCATIONAL CONTENT

For platforms that support longer content, create deeper posts around high-value questions.

A longer post may:

Explain a problem.

Walk through a process.

Break down an example.

Compare approaches.

Answer several related questions.

Provide a checklist.

Explain a common failure.

These posts should be useful enough to save, share, or reference later.

STEP 18: QUESTIONS AND ENGAGEMENT

Create genuine discussion prompts.

Good questions help uncover:

Problems.
Experiences.
Preferences.
Confusion.
Objections.
Future product ideas.

For example:

"What part of creating your first digital product takes you the longest?"

is more useful than:

"Who's ready to crush their goals today?"

Questions can also become market research.

STEP 19: MINE RESPONSES FOR PRODUCT IDEAS

Explain how to use comments and replies as continuing research.

Look for responses such as:

"I don't know how to..."

"What about..."

"Can you explain..."

"My problem is..."

"I tried that, but..."

"Does this work for..."

"Where do I find..."

Record recurring questions.

These can become:

Future posts.
Product updates.
FAQs.
Bonuses.
New \$7 products.
Upsells.
Email content.

The content process should continually feed the product research process.

STEP 20: REPURPOSING

For strong ideas, show how one core topic can become several pieces of content.

Example:

CORE QUESTION:

How do I price my first digital product?

SHORT VIDEO:

Explain one pricing mistake.

TEXT POST:

Give a three-step pricing framework.

CAROUSEL:

Five questions to answer before setting a price.

LONG VIDEO:

Walk through several pricing examples.

DISCUSSION POST:

Ask creators how they determined their first price.

PRODUCT POST:

Introduce the complete pricing guide.

Do not simply repost identical wording everywhere.

Adapt the idea to the format.

STEP 21: PLATFORM SAFETY

Avoid creating content that depends on:

Misleading income claims.

Guaranteed results.

Fake testimonials.

Fake demonstrations.

Fabricated statistics.

Artificial engagement.

Spam.

Deceptive links.

False scarcity.

Misleading before-and-after claims.

When discussing money, business opportunities, health, investing, or other sensitive outcomes, keep claims supportable.

If the selected platform has specific rules that materially affect the content and current research is available, check those rules before recommending tactics.

STEP 22: CREATE THE CONTENT BANK

Create a CONTENT BANK containing at least 30 ideas unless I specify another quantity.

For each idea provide:

CONTENT #

CONTENT PILLAR

TARGET PROBLEM / QUESTION

FORMAT

PLATFORM

HOOK

CORE IDEA

KEY TALKING POINTS

CTA

PRODUCT CONNECTION

REPURPOSING OPTIONS

The PRODUCT CONNECTION can be:

NONE

INDIRECT

DIRECT

Not every piece of content should sell the product.

STEP 23: CREATE READY-TO-PUBLISH CONTENT

After creating the Content Bank, select the strongest ideas and create 10 finished pieces of content.

Unless I specify otherwise, include a useful mix of:

Short-form video.

Text posts.

Educational posts.

Problem-awareness posts.

Product promotion.

Each finished piece should be ready to record, post, or lightly personalize.

STEP 24: CREATE A 14-DAY CONTENT PLAN

Create a practical 14-day publishing plan.

For each day include:

PLATFORM

CONTENT TYPE

TOPIC

PRIMARY OBJECTIVE

PRODUCT CONNECTION

Do not require an unrealistic production schedule.

Reuse and repurpose strong ideas where appropriate.

STEP 25: QUALITY CONTROL

Before returning the content, review it.

Check:

Does the content address problems relevant to the target buyer?

Did the research influence the ideas?

Does each educational post actually teach something?

Are the hooks accurate?

Are the posts meaningfully different?

Are we repeating the same advice?

Is every product connection logical?

Are too many posts promotional?

Did we invent statistics or customer results?

Did we create unsupported claims?

Does the content sound natural?

Would someone benefit from following this account even if they never purchased today?

Correct weak or repetitive material before returning the final output.

FINAL OUTPUT

Return the work in this order:

1. CONTENT STRATEGY

Summarize:

Target buyer.

Primary problem.

Desired outcome.

Content objective.

Recommended content pillars.

Primary product connection.

2. CONTENT UNIVERSE

Organize the problems, questions, mistakes, outcomes, examples, and topics discovered from the product and research.

3. CONTENT BANK

Provide at least 30 content opportunities using the required fields.

4. READY-TO-PUBLISH CONTENT

Create 10 finished pieces of content.

5. 14-DAY CONTENT PLAN

Create the publishing schedule.

6. REPURPOSING MAP

Select the 5 strongest core ideas and show how each can become multiple pieces of content.

7. RESEARCH FEEDBACK LOOP

Create a short checklist showing what questions, comments, and responses I should record because they may reveal future product opportunities.

IMPORTANT

The objective is to build an audience around the same problems that created the product.

Use free content to answer useful questions, demonstrate understanding of the market, and help people make progress.

When the audience needs the larger solution, show them where the product fits.