

Getting Started Guide

Your orientation to the system, the resources, and the fastest path from idea to a product you can put in front of buyers.

Start here: Do not begin by opening every file in the package. Follow the workflow in this guide. Each resource has a specific job, and you will use it when you reach that stage.

The goal is straightforward: research a real problem, turn that research into a focused digital product, create the assets required to sell it, publish it, and begin generating traffic.

What The Afternoon Product Is

The Afternoon Product is a practical product-development system for creating small digital offers without spending weeks trying to invent the perfect idea. The system gives you research tools, AI prompts, worksheets, sales assets, traffic resources, affiliate tools, and ready-made products that can be customized.

You can use the system in two ways:

- Build from research: start with a niche, uncover a specific problem, define the product, and build it with the Product Builder Prompt.
- Customize a Done-For-You product: start with a prebuilt product package, adapt it to your market with the Product Customizer Prompt, then create the selling assets around it.

Keep the scope small: The objective is a focused, useful product that solves a specific problem. A report, checklist, template pack, prompt collection, worksheet, calculator, resource directory, or compact bundle can be enough.

The Complete Workflow

Stage	What You Do
1. Choose a Market	Use the Niche Research Rolodex when you need places to begin.
2. Research Demand	Use the Niche Mining Prompt to find real questions, problems, desired outcomes, and evidence.
3. Define the Product	Use the Master Product Manifest to turn research into a clear product specification.
4. Build or Customize	Use the Product Builder Prompt for a new product, or the Product Customizer Prompt for a Done-For-You product.
5. Create the Offer	Use the AI Salesman / Sales Letter Prompt to develop the pitch and the Sales Page Builder to turn it into a page.
6. Publish and Test	Create the product and offer in your selling platform, connect the checkout, publish the page, and complete a test purchase.
7. Generate Traffic	Use the Free Ad Traffic Directory and Social Media Content Engine to start putting the offer in front of people.
8. Recruit Affiliates	Use the Affiliate Traffic Blueprint, Affiliate Snooper, Affiliate Q&A, and Done-For-You Affiliate Messages.
9. Improve From Results	Use actual questions, clicks, sales, affiliate feedback, and buyer support requests to improve the offer.

What You Received

The resources below are designed to work together. You do not need every resource for every product.

Resource	Use It	Job
Quick Start Checklist	Throughout the build	Your execution checklist. Use it to track the major tasks from setup through traffic.
Project Workspace	Throughout the build	Browser-based workspace for projects, notes, links, next traffic actions, and checklist progress.
Niche Research Rolodex	Before research	Starting markets and research directions when you do not already know what niche to investigate.
Niche Mining Prompt	Research	Finds questions, problems, demand signals, and potential product opportunities.

Master Product Manifest	After research	Converts your research into a product specification. Includes a web app and printable worksheet.
Product Builder Prompt	Build	Creates the structure and working content for a new product based on your Manifest.
Product Customizer Prompt	Customize	Adapts a Done-For-You product to a chosen market, buyer, or positioning.
Buyer Support Prompt	After publishing	Helps answer customer questions using the actual product and offer information.
AI Salesman / Sales Letter Prompt	Offer creation	Develops the sales argument, positioning, benefits, and sales copy.
Sales Page Builder Prompt	Publishing	Turns the sales material into a usable sales page.
Self-Hosted Landing Page Prompt	Publishing	Creates a landing page when you want to host the page yourself.
Social Media Content Engine	Traffic	Creates promotional and educational content around the product.
Free Ad Traffic Directory	Traffic	Directory of organic traffic sources with practical first actions.
Digital Product Profit Calculator	Planning / analysis	Models traffic, list value, launch sales, revenue, and basic promotional economics.
Affiliate Traffic Blueprint	Affiliate recruitment	The operating system for finding, qualifying, contacting, equipping, and tracking affiliates.
Affiliate Snooper Prompt	Affiliate research	Researches plausible affiliates based on observable fit and public evidence.
Affiliate Q&A Prompt	Affiliate support	Helps answer affiliate questions without inventing unknown performance data.
Done-For-You Affiliate Messages	Affiliate outreach	Customizable recruitment, follow-up, launch, support, and relationship messages.
Done-For-You Product Packages	Build shortcut	Prebuilt products you can customize instead of starting with a blank page.

Path A: Build a Product From Research

Use this path when you want to create something new.

1. Open the Niche Research Rolodex and choose a market to investigate. If you already know your market, skip this step.
2. Run the Niche Mining Prompt. Look for repeated questions, frustrations, tasks, desired outcomes, and evidence that people care about the problem.
3. Move the strongest opportunity into the Master Product Manifest. Define the buyer, problem, exact question, desired outcome, evidence, product idea, promise, format, price, assets, traffic sources, and affiliate angle.
4. Export the completed Manifest and give it to the Product Builder Prompt.
5. Review the product. Check accuracy, usefulness, organization, examples, instructions, and anything that requires human judgment or verification.
6. Package the finished deliverable in the format appropriate for the product.
7. Move to offer creation.

Do not skip the evidence: The Niche Rolodex gives you places to look. The Niche Mining Prompt helps you investigate. The Manifest records what you actually found. The product should be grounded in that research.

Path B: Customize a Done-For-You Product

Use this path when speed matters and an existing product package is a good fit.

8. Choose a Done-For-You Product Package that fits the market you want to serve.
9. Decide who the customized version is for and what positioning or angle you want to use.
10. Run the Product Customizer Prompt with the original product and your customization instructions.
11. Review the customized product carefully. Remove anything that does not fit the new audience and verify factual claims.
12. Rename, format, and package the product.
13. Move to offer creation.

You can still use the Niche Mining Prompt before customization. Research can reveal better language, objections, bonuses, examples, and positioning for the customized version.

Create the Offer

Once the product itself is ready, create the mechanism that sells and delivers it.

- Use the AI Salesman / Sales Letter Prompt to develop the pitch.
- Create the product and offer in your selling platform.
- Set the price and any legitimate affiliate commission.
- Get the checkout or order link.
- Use the Sales Page Builder Prompt to create the page. Use the Self-Hosted Landing Page Prompt if you are hosting the page yourself.
- Connect the sales page to the checkout.
- Confirm the product delivery process.
- Complete a test purchase from beginning to end before sending traffic.

A live page is not enough: Test the entire buyer path: sales page, checkout, payment, confirmation, delivery, download or access, and support contact.

Get the First Traffic

After the offer works, start generating traffic. You do not need to use every traffic source.

- Choose one or two channels from the Free Ad Traffic Directory that match the buyer and the kind of content you can realistically produce.
- Use the Social Media Content Engine to turn the product's problems, questions, examples, and lessons into content.
- Solve useful smaller problems in public and point interested people toward the larger solution.
- Track what produces clicks, questions, opt-ins, and sales.
- Use the Digital Product Profit Calculator when you want to model traffic economics or launch scenarios.

Add Affiliate Traffic

Once the offer is live and tested, you can begin recruiting people who already reach the type of buyer your product serves.

- Read the Affiliate Traffic Blueprint first.
- Use the Affiliate Snooper Prompt to identify plausible prospects based on market and audience fit.
- Qualify prospects before contacting them.
- Use the Done-For-You Affiliate Messages as customizable starting points for outreach and follow-up.
- Use the Affiliate Q&A Prompt when affiliates ask about the offer, commission, conversion data, EPC, refunds, audience fit, or promotional details.
- Do not invent performance statistics. A new offer can simply be described as new until meaningful data exists.
- Track which affiliates actually send useful traffic and buyers, then invest more effort in the relationships that produce results.

Your First Afternoon

If you want the shortest practical path through the system, use this sequence:

Time	Action
0-15 minutes	Open the Quick Start Checklist. Create the project in the Project Workspace. Choose a niche from the Rolodex or use one you already know.
15-45 minutes	Run the Niche Mining Prompt. Identify one focused problem with credible evidence.
45-60 minutes	Complete the Master Product Manifest for that opportunity.
60-120 minutes	Run the Product Builder Prompt, or choose a Done-For-You product and run the Product Customizer Prompt.
120-150 minutes	Review, edit, verify, and package the product.
150-180 minutes	Use the AI Salesman / Sales Letter Prompt to create the offer foundation. Continue into page creation and publishing as time allows.

The time blocks are a working sequence, not a promise that every product will be completed in exactly three hours. Complexity, research requirements, editing, technical setup, and your experience will affect the actual time.

Five Rules That Keep the System Moving

Research before building. Start with evidence of a problem rather than trying to force a product into a market.

Solve one useful problem. A focused product is easier to create, explain, sell, and improve.

Use the right prompt for the right job. Builder creates from a specification. Customizer adapts an existing product. Sales prompts sell it. Traffic prompts distribute it.

Verify before publishing. AI can accelerate research, organization, drafting, and production. You remain responsible for the accuracy and quality of what customers receive.

Launch, learn, improve. The first version gives you real information. Buyer questions, traffic behavior, sales, refunds, and affiliate feedback are inputs for the next version.

Where to Go Now

If you are starting from scratch, open the Quick Start Checklist and Niche Research Rolodex.

If you already know the market, go directly to the Niche Mining Prompt.

If you already know the exact product you want to create, complete the Master Product Manifest and move into the Product Builder.

If you are using a Done-For-You product, open that product package and the Product Customizer Prompt.

One path at a time: You do not need to master the entire package before you begin. Use the resource required for the stage you are currently working on, finish that stage, and move to the next.