Create Your Product/Service (Step-by-Step Guide)

Coal Section 1 © Learning Goal

Turn your idea into a real product or service you can package, promote, and sell online even if you're starting from zero.

Step 1: Pick Your Path (Product or Service)

You have two main options to get started:

Option 1: Digital Products

These are *one-time creations* that you can sell over and over again. Examples:

- **Ebooks** → "10-Day Productivity Reset"
- Notion templates → "Freelancer Project Tracker"
- Canva templates → "Instagram Story Templates for Small Businesses"
- Online guides → "Beginner's Guide to Remote Work"
- Why this is great: You build it once, then scale sales without extra effort.

Option 2: Services

These are based on your skills & time.

Examples:

- **Freelancing** (design, writing, coding, video editing, etc.)
- Coaching/Consulting (fitness coach, career mentor, productivity consultant)
- Social Media Management (helping small businesses grow on Instagram, TikTok, LinkedIn)
- 💡 **Why this is great:** You can start fast, with zero upfront cost, and get paid right away.
- Student Task:
- Decide right now: Do you want to start with a Product or a Service?

(Tip: If you like creating once and selling many times → choose product. If you like direct interaction and fast income \rightarrow choose service.)



X Step 2: Create with ChatGPT + Canva

Here's how to bring your idea to life:

For Digital Products

- 1. Brainstorm your content with ChatGPT
 - Prompt: "Write a 10-chapter outline for an ebook on [topic]."
 - Prompt: "Generate 20 motivational journal prompts for stress relief."
- 2. Design it in Canva
 - Use Canva templates for ebooks, journals, or planners.
 - Keep it clean, easy to read, and visually appealing.
- 3. **Export it as a PDF** → Ready to sell on Gumroad, Etsy, or your website.

For Services

- 1. Define what you're offering
 - Example: "I help small businesses grow on Instagram by creating content calendars and posting strategies."
- 2. Package it clearly
 - ChatGPT Prompt: "Write 3 package options for a social media management service (starter, standard, premium)."
- 3. Design a simple PDF one-pager in Canva
 - Title: Your service name
 - Description: Problem you solve + your solution
 - Packages & Prices



Step 3: Package Your Offer

The way you **present** your product or service matters just as much as creating it.

Here's a simple framework:

1. Clear Title

- Example: "30-Day Fitness Challenge Guide"
- Example: "Freelancer Brand Design Starter Kit"
- 2. **Short Description** → Focus on the problem you solve
 - "This guide helps busy professionals get fit in 30 days without needing a gym."
 - "My template pack helps coaches post daily on Instagram without wasting hours designing."

3. Price (Start Small)

- Digital products → \$5–\$20 (perfect for impulse buys)
- Services → Entry packages (\$50–\$200) to start building experience

Case Study: Jenny's Journaling Success

- Jenny loved journaling but noticed most journals were too generic.
- She created a **Self-Care Journal PDF** in Canva (daily prompts + positive quotes).
- Uploaded it to Gumroad for \$10.
- Promoted it on Instagram/TikTok using short videos.
- In 2 months \rightarrow sold 100+ copies = \$1,000+ from a product she made once.

📝 Student Task

Decide: Product OR Service

Write your name + description

Example Answer:

- Chosen: Digital Product
- Name: "The 7-Day Morning Routine Reset"
- Description: A step-by-step guide to build an energizing morning routine that boosts focus, reduces stress, and sets you up for success.
- Draft: Ebook outline created in ChatGPT + basic Canva layout started.



[] I chose my first product/service
[] I created a draft version (using ChatGPT + Canva
[] I wrote a clear description for my offer

Pro Tip:
Done is better than perfect. Your first product or service doesn't have to be fancy — it just has to **exist**. Launch \rightarrow Learn \rightarrow Improve \rightarrow Repeat.