

The Digital Product Starter Kit

Everything you need to make and sell your first digital product.
Even if you've never made one before.



TECH | DIGITAL PRODUCTS | SKILLS

A free kit from LB's Works

LB's Works

A NOTE FROM ME

I'm not going to pretend I'm a guru with years of huge launches behind me.

I'm building this right now, in the open, and sharing the real version as I go.

Here's why that helps you. Most "sell digital products" advice comes from people so far ahead they've forgotten what the first step feels like.

I haven't, because I'm taking it too.

This kit exists to give you one thing: your first small win. Not a course you'll never finish.

Just enough to go from "I'd like to sell something one day" to "I made a thing and put it out there."

That first win changes everything. Let's get you there.

Luxmi Bhaskar

PART A: THE CHECKLIST

THE 7-STEP STARTER CHECKLIST

From zero to your first product listed.

Do one step at a time. Don't rush ahead. Tick each box as you go.

Step 1: Pick a proven product type ☐

Choose something simple to start: a template, printable, checklist, or planner. Pick one, not five.

Step 2: Check that people actually buy it ☐

Look at marketplaces and see what's already selling in that type. If others sell it and get reviews, demand is real. Build what sells, not just what you like.

Step 3: Find your angle ☐

Don't make a "generic planner." Make it for a specific person: "a budget tracker for freelancers," "a content planner for small coaches." Specific wins.

Step 4: Build the smallest good version ☐

Make one solid product, not a huge bundle. Use a free design tool. Keep it clean and genuinely useful. Done beats perfect.

Step 5: Set up delivery ☐

Decide how buyers receive it: a download file or a link. Pick one platform to sell on and keep it simple.

Step 6: Write the listing ☐

Clear title with keywords people search. Short description focused on what they GET (the outcome), not just what it is. One good preview image.

Step 7: Publish it. Today if you can. ☐

Put it out imperfect. You learn nothing from a product sitting in drafts. Ship it, then improve from real feedback.

You don't need all seven done perfectly. You need them done. Progress beats polish.

THE ONE RULE THAT MATTERS MOST

Build what sells, not what you like

The single biggest reason people make digital products that never sell is this: they build what THEY find interesting, then hope someone wants it.

Flip it. Look first at what people already buy. Then make your own, better, more specific version of that.

Your taste picks the topic. -> The market decides if it sells. -> Let the market lead, and everything gets easier.

PART B: THE READY-TO-USE TEMPLATE

MY PRODUCT PLANNER

My product type is: _____

It's specifically for (who): _____

The problem it solves for them: _____

Proof people buy this type (what I found): _____

My specific angle that stands out: _____

Where I'll sell it: _____

My listing title (with a keyword): _____

Publish-by date I'm committing to: _____

MY FIRST-PRODUCT LAUNCH TRACKER

☐ **Product type chosen**

☐ **Checked it sells**

☐ **Angle decided**

☐ **Product built**

☐ **Delivery set up**

☐ **Listing written**

☐ **PUBLISHED**

☐ **First share/post about it**

☐ **First view**

☐ **First sale**

Tick that last box and you're no longer someone who "wants to sell digital products." You're someone who does.

It's not about perfection

Your first product won't be perfect. Make it anyway.

I'm building right alongside you and sharing everything as I go.

Come learn with me.



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