

# *Startup Success*

## DIGITAL PRODUCT PLANNING

# Startup Success

MODULE 4 // Product Selection

## Digital Product Planning

What end result is your audience looking for?

---

---

What type of content do you already know your audience enjoys consuming?

*(written material, short videos, long videos, something else?)*

---

What type of digital product would best be able to deliver the results your audience desires?

---

Digital product main result:

---

---

How much money is this result worth to your customers?

\$ \_\_\_\_\_ to \$ \_\_\_\_\_

# Startup Success

MODULE 4 // Product Selection

## Digital Product Planning

Three specific ways your customer's life will be changed by the product:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

Product form: (ebook, online course, membership site, something else?)

\_\_\_\_\_

Exactly who is this product perfect for?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Startup Success

MODULE 4 // Product Selection

## Digital Product Planning

What does your product include?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Why is this product their BEST option for getting the result they desire?

---

---

Outline your digital product's content:

---

---

---

---

---

---

---