FRAN MURAD

2026 EDITION

EXECUTION MANUAL

Your first digital product

How to choose and validate an idea, create an ebook, a template or a guide with the help of AI, price it, build the sales page and prepare a launch that doesn't depend on luck.

WRITTEN BY

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The tools, prices and plans mentioned reflect the time of publication and may change. Always check the current terms on each tool's official website before signing up. Appendix D lists the official links.

This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

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INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it, and why most digital products never sell.

A digital product is created once and can be sold many times. That's its promise. What almost nobody tells you is that most of them never sell, and almost always for the same reason: they were created first, and only afterwards did anyone ask whether people wanted them.

An ebook, a template, a guide, a spreadsheet, a recorded course. Digital products have something services don't: they don't depend on your hours. Once created, they can sell while you sleep, to people anywhere, without you having to produce each unit again. That's why so many entrepreneurs, professionals and content creators want one of their own.

And that's why so many end up with a finished product nobody buys. They spent weeks creating it, published it with enthusiasm, sold three copies to friends and stopped trying. Not because the product was bad, but because they skipped the steps that decide whether a digital product sells: **choosing a problem someone wants to solve, validating before creating, and preparing the launch ahead of time.**

Who it's for

- Professionals who want to turn what they know into a product that sells without depending on their hours.
- Content creators with an audience who want to monetize it with something of their own.
- Entrepreneurs who want to add a source of income to their business.

- Anyone who already created a product that doesn't sell and wants to understand why.

What you'll have when you finish

- [ ] A product idea chosen with judgment, starting from a concrete problem.
- [ ] The idea validated with real people before you create anything.
- [ ] The right format for your product: no bigger and no smaller than needed.
- [ ] The content created with the help of AI, but with your knowledge and your voice.
- [ ] A design that looks professional.
- [ ] A price and an offer that are thought through, not improvised.
- [ ] The sales platform and automatic delivery up and running.
- [ ] A sales page with the blocks that convert.
- [ ] A 30-day launch plan.
- [ ] A plan to keep selling after the launch.

How it's organized

Part I is the idea: what a digital product is, how to find the right idea and how to validate it.

Part II is creating: the format, the content with AI, the design, the price and the offer.

Part III is selling: the platform and delivery, the sales page, the launch and what comes after.

At the end there are four annexes: the validation template, the 30-day launch plan, the prompts and the sources.

An honest note

This book won't promise you passive income or sales while you sleep from day one. A digital product sells once it's created, yes, but someone has to know it exists, trust you and decide to buy it. That takes work: content, conversations, a good page and, often, patience. What you will have is a method that greatly increases the chances that your product sells, and that saves you from the most expensive mistake of all: spending weeks creating something nobody wants.

THIS BOOK IS AN EXAMPLE OF WHAT IT TEACHES

The book you're reading is a digital product, created with the method it describes: choosing a concrete problem, validating that it exists, creating with the help of AI on top of my own knowledge, designing carefully, setting a considered price and selling it with a page and a free sample. Whenever you're unsure about a step, you can look at how it's handled in this very book.

BEFORE YOU TURN THE PAGE

Write down three problems people ask you about often, or that you solved and others still have. Don't filter or judge yet. They're the raw material for chapter 2.

01

What a digital product is

The types of digital products, what problem each one solves, their real advantages and disadvantages, and the product ladder worth keeping in mind from the start.

A digital product isn't a file. It's a packaged solution: something that lets a person solve a concrete problem without needing you on the other end.

The most common types

TYPE	WHAT IT IS	BEST FOR
Ebook or guide	A document that explains how to do something	Teaching a method, a process, organized knowledge
Template	Something ready to fill in or adapt	Saving time: documents, designs, quotes, basic contracts
Spreadsheet	A spreadsheet with formulas and structure	Organizing, calculating, tracking: finances, inventory, planning
Checklist	A verification list	Doing something without forgetting anything
Resource pack	A set of ready-to-use pieces	Social media designs, prompts, copy, photos
Recorded course	Videos that teach a topic step by step	Skills that are best learned by watching
Recorded workshop or class	A one-off session on a topic	Narrow topics, with a more personal feel
Membership	Access to content or a community for a recurring payment	Ongoing content, once you already have an audience

For a first product, the first four are usually the most advisable: they're faster to create, easy to deliver, and it's simpler to validate whether they work.

Real advantages and disadvantages

ADVANTAGES	DISADVANTAGES
Created once and sold many times	Creating something good takes longer than it seems
Doesn't depend on your hours for each sale	Selling it requires an audience, content or advertising
Can be sold anywhere	There's a lot of competition and a lot of free content
The cost of each additional sale is very low	The price is usually lower than a service
Positions you as a go-to reference	If it isn't updated, it ages

PRODUCTS AND SERVICES DON'T COMPETE

Many professionals use a digital product as a doorway to their services: someone buys an inexpensive guide, builds trust, and then hires the full service. Others do the reverse: they use their services to learn what people need and then package it into a product. If you already offer a service, your best first product is probably hiding in the questions your clients ask you.

The product ladder

Thinking about a single, isolated product is a common mistake. It's better to think of a **ladder**: products at different prices and depths, where each rung leads to the next.

Structure before content

Before writing or designing, build the complete structure. It's the skeleton of the product, and having it clear saves a huge amount of time later.

For a guide or ebook, a structure that works:

1. **Introduction:** who it's for, what they'll achieve and how to use the product.
2. **The method in parts:** each part, one step toward the result. In order.
3. **Within each part:** what to do, how, an example and a task to apply it.
4. **Tools:** templates, checklists, prompts, examples. Ready to use.
5. **Closing:** what to do next and how to continue (the next rung on your ladder).

For a template or spreadsheet:

1. **Instructions for use:** on one page, at the beginning.
2. **A complete example:** the template already filled in with a sample case.
3. **The blank version:** ready to use.
4. **Frequently asked questions:** the common mistakes when using it.

STRUCTURE OF MY PRODUCT — FORMAT

I'm going to create a **format** for **for whom** that solves **problem** and lets them **result**. What I know about the topic: **your knowledge, your method, your steps**.

Propose a complete structure: parts, chapters or sections in order, what each one covers in one line, and which tools (templates, checklists, examples) are worth including. Keep in mind it has to be the minimum needed to achieve the result, with no padding. Mark which parts could be cut if I wanted a shorter version.