

First Offer Builder

Transform Your Digital Product Idea
into a Compelling, Confident Offer



**DWAYNE
DIGITAL**

What Lies ahead

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Introduction

You have ideas. You possess valuable insights that can change lives.

But transforming those ideas into a product that people are eager to buy? That's where many get stuck.

Welcome to your ultimate, no-nonsense playbook designed to guide you through creating a digital product that's not only simple and sellable but also authentically aligned with your vision of how you want to show up online.

Clarify Your Offer

Let's get to the heart of your idea. What exactly are you selling?

It's not enough to say "a guide" or "a planner." You need to articulate the specific result your product delivers.

Use this formula:

[Format] that helps ***[Audience]*** achieve ***[Result]***.

Examples:

- Notion Template for Coaches to Plan 30 Days of Content in One Hour
- Email Starter Pack for Freelancers Who Struggle with Writing

Quick Prompts to Define Your Offer:

- What specific problem does this solve?
- Who is your ideal audience?
- What tangible benefits will they experience after using it?

Choose Your Format

Select the delivery method that resonates best with both your audience and your workflow.

Consider These Formats:

- PDF guides or checklists
- Canva or Notion templates
- Google Sheets planners
- Script packs or swipe files
- Screen-only tutorials

Remember: Keep it light and prioritise completion over perfection.



Price With Confidence

When it comes to pricing, shift your focus from length to value.

Starter Pricing Guidance:

- £7–17: A quick win
- £27–47: An essential toolkit or framework
- £67+: A comprehensive deep dive, system, or bundle

Pricing Strategy Tips:

- Highlight what your offer saves them in terms of time, money, or stress.
- Compare your product to alternatives they might consider.
- Price it to feel like a “no-brainer” decision.

Pro Tip: If you're uncertain, start with a lower price point to gather feedback and adjust as needed.

Position Your Offer To Sell

Think of your product page as your silent salesperson. It needs to convey everything about your offer effectively.

Use This Mini-Framework:

1. **Problem** – Clearly define what your audience is struggling with.
2. **Solution** – Describe what your product provides.
3. **Promise** – Articulate what they will gain from your product.
4. **Proof** – Optional: Include testimonials or key benefits that back up your claims.
5. **CTA** – Ensure the next step is simple and clear.

Example:

Struggling to plan your content?

This 30-day calendar offers straightforward, content prompts designed to encourage trust and engagement without the risk of burnout.

Sales Page Simplifier

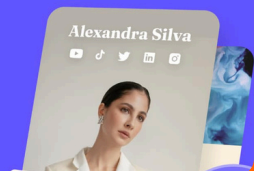
Stan Store simplifies the process, but don't overlook the importance of strategy.

Include the Following Elements:

- **Headline** - Clearly convey the transformation your product offers.
- **Bullet List of Benefits** - Highlight key advantages.
- **Preview Image or Mockup** - Visual representation of your product.
- **Short "About" Paragraph** - Introduce yourself and your mission.
- **Buy Button + Simple CTA** - Make it easy for visitors to take action.

Stan Store can host all of your courses, digital products and bookings. They also offer auto responses for Instagram

**Meet Your
All-in-One
Creator
Store**



Faceless Launch Gameplan

No face? No problem. Here's how to promote your offer without being front and center.

5 Faceless Content Prompts:

1. Why I created this product
2. What problem it solves
3. What's included (screenshare or B-roll)
4. Who it's for (and who it's not meant for)
5. Testimonials or sneak peeks

Utilise voiceovers, captions, or carousel posts to maintain engagement.

Consistency is key!

Bonus: Confidence

Here are three reminders to strengthen your resolve if self-doubt creeps in:

1. **People buy clarity, not charisma.** Your ability to communicate value is what matters.
2. **Your offer addresses a real problem.** That alone is enough to make an impact.
3. **You don't need to be the face of your brand.** Focus on delivering value consistently.

Remember: You're not lagging behind; you're building, on your terms.

Let's get started!

Thank you

I wish you all the success on your journey.

I am here to help, please feel free to reach out.

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(or on any of my products), please let me know.

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