LESSON 03 · THE GHOST GROWTH LAB ACADEMY

CREATE YOUR FIRST DIGITAL PRODUCT

Turn one useful idea into a clear, tested download.
A practical guide with Canva and ChatGPT workflows.

BEFORE WE BEGIN

ONE USEFUL IDEA. ONE FINISHED PRODUCT.

You have chosen your audience and built a foundation for your brand. Now it is time to create something useful for the people you want to help.

Your first product does not need to be a huge course or an impressive bundle. A focused checklist, planner or short guide can be a better starting point when it solves one clear problem.

In this lesson, you will choose a format, outline the content, create a draft and test the finished download. Canva can help with page design. ChatGPT can help you think and write—but you remain responsible for the final work.

Keep your niche workbook and one-page brand guide nearby. Write on these pages after printing, or keep your answers in a separate document. These are printable worksheets, not fillable forms.

Shop setup, pricing and resale-license decisions belong in Lesson 04. Social content and email promotion come later. For now, focus on making something worth delivering.

There is no guaranteed income from a digital product. You can control its clarity, usefulness and care—and learn from what customers tell you.

Let's build a small, thoughtful first version.

The Ghost Growth Lab team

YOUR LEARNING PATH

FROM IDEA TO TESTED DOWNLOAD

01 · CHOOSE AND DEFINE

Pick one problem, one audience and one practical format. Pages 4–7

02 · PLAN AND DRAFT

Write a product brief, an outline and clear instructions. Pages 8–11

03 · USE YOUR TOOLS THOUGHTFULLY

Build a consistent Canva layout and use ChatGPT with human review. Pages 12–16

04 · TEST AND PACKAGE

Export, check usability, gather feedback and prepare accurate previews. Pages 17–21

05 · FINISH YOUR FIRST VERSION

Complete your product summary and final quality checks. Pages 22–23

A SMALL BUT COMPLETE RESULT

A short product should still include everything needed for its promised task. Cut unrelated extras, not essential instructions.

WHAT ARE YOU ACTUALLY CREATING?

A digital product is a file or online resource a customer can access electronically. Start with a format you can create well and your audience can use easily.

PRINTABLE PLANNER OR CHECKLIST

Best for organizing a task on paper. Include enough writing space and a clear explanation of what each field means.

SHORT GUIDE OR WORKBOOK

Best for explaining a process. Combine useful teaching with examples, exercises and a specific next step.

SPREADSHEET OR EDITABLE TEMPLATE

Best when the buyer needs to calculate, adapt or reuse something. Test formulas, permissions and required software.

VIDEO OR COURSE

Best when seeing the process matters. It adds recording, editing, captions and access checks; it is not automatically the best first choice.

REUSABLE DOES NOT MEAN EFFORTLESS

Downloads can be sold more than once, but customer support, marketing, updates and fees still require attention. Do not plan around “set it and forget it” income.

YOUR STARTING POINT

ONE PERSON. ONE PROBLEM.

Return to the audience and problem from Lesson 01. Narrow a broad topic into a task someone can recognize and complete.

BROAD TOPIC □ SPECIFIC TASK

“Home organization” becomes “Plan one manageable room reset.” “Meal planning” becomes “Choose five dinners and make a matching grocery list.” These are illustrative ideas, not proven sellers.

DEFINE A RESULT WITHIN YOUR CONTROL

A meal-planning worksheet can help someone organize meals. It cannot guarantee better health or a particular amount of savings. Describe the task your product supports.

LOOK FOR RELEVANT EVIDENCE

Read public questions and reviews. Record repeated problems, confusing steps and missing features. Do not copy another seller’s content, layout or distinctive wording.

STAY WITHIN YOUR EXPERTISE

Avoid medical, legal, investment or other regulated advice unless you are qualified and have checked the applicable requirements. A disclaimer does not fix unsafe or inaccurate advice.

BEFORE YOU BUILD

CHECK THE NEED WITHOUT GUESSING

COLLECT A FEW REAL OBSERVATIONS

Write down where a question appeared, what the person struggled with and when you saw it. Remove names and private details from your notes.

COMPARE EXISTING SOLUTIONS

Look at format, included features and customer feedback. Notice a gap you can address honestly rather than trying to create a bigger bundle.

SHOW A SIMPLE SAMPLE

Sketch one page and ask people in your intended audience to try it. Ask what they expected, what they used and what confused them.

TREAT INTEREST AS A CLUE

Likes, poll responses and compliments do not prove someone will pay. Record what you learned and what is still uncertain before investing more time.

MY EVIDENCE AND BIGGEST UNANSWERED QUESTION

What supports this idea? What do I still need to test?

CHOOSE YOUR FORMAT

FIT THE FORMAT TO THE TASK

IF THE TASK NEEDS A QUICK REMINDER

Try a one-page checklist with the steps in a usable order.

IF THE TASK NEEDS DECISIONS OR PLANNING

Try a printable worksheet with prompts, space to write and one completed example.

IF THE TASK NEEDS EXPLANATION

Try a short PDF guide with a clear sequence and a matching practice page.

IF THE TASK NEEDS CALCULATIONS OR EDITING

Consider a spreadsheet or template only if you can test it reliably and explain the software requirements.

MY FORMAT AND WHY IT FITS

What will the buyer do with it? What device or software will they need?

EXERCISE 1

YOUR PRODUCT BRIEF

AUDIENCE AND ONE PROBLEM

Who is this for? What task feels difficult?

USEFUL RESULT AND FORMAT

What will the product help them do? What file will they receive?

MUST-HAVE CONTENTS

List only what the promised task requires.

WHAT IS OUTSIDE THE SCOPE

Name topics, claims or extras this version will not include.

EVIDENCE AND FIRST TEST

What have you observed? Who could try a sample?

PLAN BEFORE DESIGNING

BUILD A SIMPLE CONTENT OUTLINE

Map the reader's path before adding colors and graphics. If the sequence is unclear in plain text, design will not solve the problem.

START WITH THE TASK

Explain who the resource is for, what it helps with and what they need to begin.

TEACH ONLY WHAT IS NECESSARY

Put steps in the order the reader will use them. Define unfamiliar terms and separate required actions from optional suggestions.

SHOW THE PROCESS ONCE

Include a worked example using fictional details. Label it clearly so no one mistakes it for a real customer result.

GIVE THE READER A PLACE TO ACT

Add a checklist, planning page or short exercise that supports the task. End with a simple review or next step.

OUTLINE CHECK

For each section, ask: "Does this help complete the promised task?" If not, remove it or save it for another resource.

A WORKED EXAMPLE

A SMALL PRODUCT WITH A CLEAR PURPOSE

Fictional product: The Five-Dinner Planning Kit. It helps busy households choose dinners and organize a grocery list. It does not promise savings, nutrition outcomes or less stress for every buyer.

PAGE 1 · START HERE

Explain the kit, how to print it and how to choose meals using household preferences and available time.

PAGE 2 · COMPLETED EXAMPLE

Show five fictional dinner choices and how their ingredients become a grocery list. The example demonstrates planning, not dietary advice.

PAGE 3 · DINNER PLANNING PAGE

Leave room for five meals, notes about ingredients already on hand and a reminder to check household dietary needs.

PAGE 4 · GROCERY CHECKLIST

Group blank writing areas by store section. Include a final check for quantities and ingredients already available.

WHY THIS IS ENOUGH

Each page supports the same task. Unrelated recipes, budget lessons and a huge content library would dilute this first version.

EXERCISE 2

OUTLINE YOUR FIRST VERSION

WORKING TITLE AND PROMISE

Keep the title clear. Say what the product helps someone do.

SECTIONS OR PAGES, IN ORDER

For each one, name its purpose and what the reader will do.

ONE COMPLETED EXAMPLE I WILL INCLUDE

Use made-up details and label the example as fictional.

WRITE THE USEFUL PART

CLEAR CONTENT COMES FIRST

DRAFT IN PLAIN LANGUAGE

Use short paragraphs and direct instructions. Replace “optimize your workflow” with the actual action, such as “Write your three priorities.”

MAKE INSTRUCTIONS SPECIFIC

Tell readers what to enter, where to enter it and what to do next. Add an example if a field could be misunderstood.

VERIFY FACTS AND CALCULATIONS

Check claims against reliable current sources. Test every calculation with known inputs. Add source names and access dates when factual teaching depends on them.

KEEP THE WORK ORIGINAL

Do not copy text, images or examples from another creator without permission. If adapting licensed material, confirm the specific license covers your changes and distribution.

DRAFT CHECKPOINT

Read one section aloud. Can a beginner follow it without asking you to explain missing steps? Revise the gaps before designing the full product.

CANVA WORKFLOW

SET UP A REUSABLE PAGE

Canva’s interface and available features can change. Use the current official Canva Help Center if a menu label or account option differs from what you see.

01 · CHOOSE YOUR PAGE SIZE

For a US printable, US Letter is 8.5 × 11 inches. If your audience needs A4, create and test that size separately rather than assuming it will print identically.

02 · APPLY YOUR BRAND BASICS

Use the colors and font choices from Lesson 02. Paid Brand Kit features are optional; you can apply settings manually if your plan does not include them.

03 · BUILD ONE PLAIN PAGE

Add a heading, a short instruction and the main content area. Keep generous margins and readable body text. Reserve accent color for useful emphasis.

04 · DUPLICATE WITH A PURPOSE

Duplicate the page for consistent layout, then adjust it for the actual content. Never shrink essential text just to keep a decorative layout.

CANVA DESIGN CHECK

MAKE THE PAGE EASY TO USE

TEXT

Choose readable type and a clear hierarchy. Test actual-size printing and a phone screen. Use selectable text when possible; avoid turning whole pages into text-filled images.

WRITING SPACE

Try completing the worksheet yourself. A long prompt needs more space than a date field. Keep lines and labels clear when printed in grayscale.

ALIGNMENT AND CONTRAST

Align related elements and keep spacing consistent. Use strong text/background contrast; do not make color the only way to distinguish instructions.

ASSETS AND PERMISSIONS

Use assets with rights appropriate to your product. Canva Free or Pro access is not a blanket resale license. Check current terms for stock assets, templates and the delivery format.

FOR A BEGINNER PDF PRODUCT

Design the finished pages and deliver the exported PDF. An editable Canva template is a different product, with separate link-access and licensing checks covered in Lesson 04.

CHATGPT WORKFLOW

AN ASSISTANT, NOT THE FINAL AUTHOR

ChatGPT can suggest outlines, clarify wording and help you spot gaps. Its answers can be wrong, outdated or too generic. You are responsible for accuracy, originality and usefulness.

GIVE IT A FOCUSED BRIEF

Describe the audience, one task, the format and what is outside the scope. Ask for a short outline before requesting full sections.

WORK IN SMALL PIECES

Review a single instruction or example at a time. Keep the parts that help and rewrite the rest in your own voice.

PROTECT PRIVATE INFORMATION

Do not paste customer details, confidential files or account credentials. Use fictional information and review the tool’s current privacy settings and terms.

REVIEW EVERY OUTPUT

Verify factual claims independently, remove invented sources and avoid fabricated testimonials or earnings stories. Check rights and originality before selling the finished material.

NO PLUGINS REQUIRED

This workflow uses ordinary prompts. It does not rely on discontinued ChatGPT plugins, paid features or a particular model. Check current availability before choosing additional tools.

PROMPTS YOU CAN ADAPT

ASK FOR HELP. KEEP YOUR JUDGMENT.

OUTLINE A FOCUSED PRODUCT

“Help me outline a printable [format] for [audience] who need to [task]. Include only essential sections, one fictional example and clear instructions. Exclude [topics]. Do not promise income or invent research.”

IMPROVE ONE INSTRUCTION

“Rewrite this instruction for a beginner: [text]. Use a warm, practical voice and American spelling. Keep its meaning. Identify any information a reader needs that is missing.”

REVIEW FOR GAPS

“Review this draft: [nonconfidential text]. List confusing steps, undefined terms and claims that need checking. Do not invent sources or assume the product has been tested.”

MY PROMPT AND THE REVIEW I WILL DO

What do I need help with? How will I verify the result?

EXPORT YOUR DRAFT

CREATE THE FILE YOUR BUYER WILL RECEIVE

CHOOSE THE CORRECT DOWNLOAD TYPE

In Canva's download options, PDF Standard is often suitable for screen reading. PDF Print may suit print-focused delivery. Test the actual exported file rather than relying on the label.

USE PRINT SETTINGS INTENTIONALLY

Do not add crop marks or bleed to an ordinary home-printable worksheet unless there is a clear need. Explain any printing instructions your buyer will require.

CHECK LINKS AND FILE SIZE

Open each link in the downloaded PDF. Keep the file reasonably sized without sacrificing readability. Do not assume links remain usable after every export setting.

NAME AND KEEP VERSIONS CLEARLY

Use a readable filename such as Five_Dinner_Planning_Kit_v1.pdf. Keep your editable master separately from the customer download, and save a backup.

A PDF IS NOT AUTOMATICALLY FILLABLE

A printable worksheet needs paper or separate notes. If you advertise fields someone can type into, create and test real interactive form fields first.

TEST LIKE A CUSTOMER

OPEN IT.
USE IT. CHECK IT.

- [ ] I opened the exported file—not just the editable design.
- [ ] Every page is present, in the correct order and readable.
- [ ] No text is clipped, overlapping or too small to use.
- [ ] Every instruction and example matches the promised task.
- [ ] All links work and lead to the intended destinations.
- [ ] I tested the file on a phone and a computer.
- [ ] I printed a worksheet at the intended page size and completed it.
- [ ] The file contains no private details, draft notes or old branding.
- [ ] Any calculations, factual claims and asset rights are checked.

PROBLEMS I FOUND AND WILL FIX

Describe a concrete issue, not just “needs polishing.”

GATHER USEFUL FEEDBACK

WATCH THE TASK, NOT JUST THE REACTION

Invite a few people who match your audience to try the sample. Explain that you want honest feedback, not a testimonial. Their participation does not prove market demand.

ASK THEM TO COMPLETE THE TASK

Let them use the product with minimal explanation. Notice where they pause, skip a step or need help.

ASK NEUTRAL QUESTIONS

“What did you expect this page to help with?” “Which instruction was unclear?” “What was missing?” Avoid leading questions like “Did you love it?”

PRIORITIZE WHAT BLOCKS USE

Fix errors, missing instructions and unreadable content before adding extras. Keep preferences separate from problems that prevent the task.

TREAT FEEDBACK RESPONSIBLY

Get permission before quoting anyone publicly. Do not imply a tester bought the product, achieved a result or endorsed your business when they did not.

EXERCISE 3

YOUR TEST & REVISION NOTES

WHO TESTED IT AND WHAT TASK THEY TRIED

Use initials or anonymous labels; keep private details out.

WHERE THEY GOT STUCK

Record the page, instruction or action—not just a general impression.

CHANGES I WILL MAKE FIRST

Choose changes that improve accuracy and usefulness.

HOW I WILL CHECK THE REVISED VERSION

Repeat the task with the final export.

PREPARE FOR YOUR SHOP

PACKAGE WHAT ACTUALLY EXISTS

SHOW REAL PREVIEWS

Use images of the actual finished pages. Make it clear what the buyer receives; a mockup should not imply a physical item is included.

DESCRIBE CONTENTS AND REQUIREMENTS

List file types, pages or templates, intended use and required software. Explain whether it is printable, editable or fillable, and say exactly which applies.

ADD A SHORT START-HERE NOTE

Include opening and printing instructions, a support contact and the current version. The note should match the delivery format you tested.

KEEP THE BUYER PACKAGE CLEAN

Include only promised files and necessary instructions. Do not include your draft, editable master or resale permissions unless the offer and your rights allow them.

LESSON 04 COMES NEXT

Price, payment tools, shop setup, policies and any customer usage or resale license need their own decisions. Do not invent resale rights because a file is digital or because a tool created it.

EXERCISE 4

YOUR FINISHED PRODUCT SUMMARY

PRODUCT NAME AND VERSION

The title and filename of your tested download.

AUDIENCE AND TASK

Who it is for and the useful action it supports.

INCLUDED FILES AND CONTENTS

Exact formats and what each file contains.

REQUIREMENTS AND INSTRUCTIONS

Printing, software, access and any limits.

PREVIEW AND SUPPORT

Which real pages you will show; where buyers can get help.

YOUR NEXT STEPS

READY FOR THE NEXT DECISION

- [ ] My product addresses one clear task for a specific audience.
- [ ] The contents match my brief and promised result.
- [ ] The writing is clear, original and checked for accuracy.
- [ ] The design is readable and follows my brand guide.
- [ ] Any assets and adapted material have appropriate permissions.
- [ ] I reviewed all AI-assisted content instead of publishing it unchecked.
- [ ] I tested the final export and fixed problems that blocked use.
- [ ] My previews and contents list describe the actual files.
- [ ] I know which shop and licensing questions remain for Lesson 04.

MY NEXT SMALL ACTION

Name one unfinished item and when you will work on it.

ONE IDEA.
SOMETHING USEFUL.

You have taken a focused idea through planning, creation and testing. That is a meaningful step—even if this first version is small.

Keep the editable master, the final download and your test notes together. Improve the product when real feedback shows a need, not just because you feel pressure to add more.

Next, we will prepare your shop and work through the pricing, delivery and licensing decisions behind a clear offer.

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