GHOST GROWTH LAB ACADEMY · BONUS GUIDE 03

50 Digital Product Ideas

A stocked idea bank for your next product - so you never sit there wondering what to make.

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GHOST GROWTH LAB

Welcome

This is a bonus guide to use alongside your academy lessons.

Hi friend - it's great to have you here. By now you know how to choose a niche, build your brand, create a product, and set up your shop. But every creator hits the same wall at some point: what do I make next?

That wall is exactly what this guide is for. Inside you'll find 50 product ideas sorted into four families, a worksheet to pick your next one, a simple way to test an idea before you build it, and a one-week plan to take an idea from blank page to launched listing.

You don't need all 50. You need one good idea that fits your people. Skim the lists, circle what makes your heart beat a little faster, and start there.

> GOOD TO KNOW
> Everything here is an idea, not a promise. What you earn depends on your effort, your audience, and your offer. We don't make income guarantees - we give you a plan and cheer you on.

What makes a product idea good

Not every idea deserves your week. Before you fall in love with one, run it through this quick filter:

The four checks

- [ ] Your people have this problem. It shows up in the questions they ask, the posts they save, and the comments they leave.
- [ ] You can explain the result in one sentence. 'This helps you plan a week of dinners in 20 minutes' - clear beats clever.
- [ ] It's small enough to finish. A focused 10-page workbook that ships beats a 100-page book that never does.
- [ ] You could make it this month with the tools you already have: Canva, a writing app, and your brain.

If an idea passes three of the four, it's worth a closer look. If it passes all four, it goes on your short list.

> GOOD TO KNOW
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> Start smaller than feels comfortable. Your first product teaches you how to launch; your second one is easier and better. Perfection is the most expensive product feature there is.

Family 1: Planners and organizers

People buy anything that makes life feel calmer. Ten ideas:

- A weekly meal planner with a grocery list page
- A monthly budget planner with a bill tracker
- A content calendar for small business owners
- A self-care planner with mood and habit trackers
- A wedding or event planning checklist pack
- A student study planner with exam countdown pages
- A small business expense and income log
- A fitness planner with weekly workout logs
- A home cleaning schedule with room-by-room checklists
- A newborn or toddler routine planner for new parents

Make it yours: attach a planner to your niche. A budget planner for freelancers beats a generic budget planner, because it speaks to one person instead of everyone.

Family 2: Templates and Canva kits

Templates save people time, and time is the one thing nobody has enough of.

- A pack of 30 editable Instagram post templates
- A set of Reel or Story cover templates
- An ebook or lead-magnet template someone can rebrand
- A resume and cover letter template set
- A media kit template for creators and influencers
- Price list and service menu templates for small shops
- A brand board template with logo, colors, and fonts
- A flyer or promotion template set for local businesses
- A digital vision board template
- A set of thank-you card or gift certificate templates

> GOOD TO KNOW
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> If you sell templates with resell or private label rights, say clearly in your listing what buyers may and may not do with them. Lesson 04 shows you how to write those terms.

Family 3: Guides, workbooks, and checklists

Teach what you know in a format people can actually finish.

- A beginner's guide to your niche topic, 15 to 25 pages
- A step-by-step checklist for a task people find scary
- A workbook with prompts that walks readers to a result
- A cheat sheet that condenses a big topic into one page
- A mini course outline someone can follow in a weekend
- An interview-question prep guide for job seekers
- A 'first 30 days' plan for a new skill or hobby
- A troubleshooting guide that fixes the 10 most common mistakes in your niche
- A resource directory with your favorite tools and links
- A swipe file of fill-in-the-blank scripts or emails

You already know how to do this - Lesson 03 walks the whole path from outline to exported PDF. These ideas are simply topics to aim it at.

Family 4: Content and social media kits

Help your buyers show up online without staring at a blank caption box.

- 100 hooks and caption starters for your niche
- A 90-day content calendar with daily prompts
- A bundle of Reel ideas with shot lists
- A set of done-for-you email templates for a common goal
- A launch-week posting plan for a new product
- A pack of engagement prompts and question cards
- A hashtag and keyword starter set for your niche
- A Stories sequence template: tease, show, sell
- A bundle of quotes and graphics sized for your platform
- A 'bio that sells' template with three worked examples

> GOOD TO KNOW
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> Kits pair beautifully with your main product. Sell the planner, upsell the content kit that helps people promote it. Bundles raise your average sale.

Pick your next product

Use this page to choose one idea from the lists. One product, one decision, one week.

Circle or write the 3 ideas that made you sit up straighter.

Of those 3, which one would your audience thank you for most? Why?

What will someone be able to do after using it? Say it in one sentence.

What four checks does it pass? (People have the problem / one-sentence result / finishable this month / doable with your tools)

My next product is called:

I will finish it and list it by (date):

Test the idea before you build it

An afternoon of checking saves a month of building. Do these four things before you design a single page:

1. Search your idea's main words on the platform you plan to sell on. Competition is good news - it means people buy. Look for ways to be more specific, not more different.
2. Ask your audience. Post the one-sentence result and ask 'would this help you?' Comments and DM replies are free market research.
3. Check the questions people already ask in your niche. If your idea answers a question you've seen more than once, that's demand.
4. Pre-sell if you can. Mention the product is coming, or offer it at a founding price before it's finished. Even three interested people tell you you're on track.

A quick word on pricing

Small printables often sell between five and fifteen dollars; larger guides and bundles sit higher. Look at similar products, start in the middle, and raise your price as your reviews grow. Price on value and effort, never on what you'd pay yourself.

Idea to launch in one week

A realistic sprint for a small digital product:

Day	Focus	Done means
Mon	Outline	Every page and section listed; nothing left vague
Tue	Create part 1	First half written and designed
Wed	Create part 2	Second half written and designed
Thu	Polish	Proofread, tested on your own phone, exported
Fri	Listing	Title, description, mockup, price, and license terms
Sat	Soft launch	Live in your shop and announced to your list
Sun	Rest	You launched a product this week. Enjoy it.

Miss a day? Slide the plan, don't drop it. A launch that happens a few days late still happens.

Go make the thing

You now have 50 places to start and one clear week to finish. Pick the idea that excites you, run it through the four checks, and let Lesson 03 carry you from outline to listing.

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With love,
The Ghost Growth Lab team