



A PRACTICAL WORKBOOK / PREVIEW EDITION

Digital Product Launch System

A complete working bundle: the Offer Validation Workbook, Creator Sales Copy Kit, and a 14-day launch operating guide. Move from a bounded offer to tested delivery, a useful content path, and an evidence-based review of sales and costs.

A fieldwork resource for independent creators.

THE HUSTLER'S ACADEMY / FIELDWORK SERIES

Original tools. Real decisions. No guaranteed outcomes.

Before you begin

Independent creators who can make a useful resource and want one organized workflow for research, production, launch, and improvement.

Fourteen planned workdays, commonly 30-90 minutes each, plus research conversations and production time. Adjust to your circumstances.

Named examples and business numbers are fictional teaching scenarios. This resource does not guarantee sales, profit or other business outcomes. Use current observations and actual costs for your own decisions.

What you will work on

- A documented 14-day launch plan with an explicit budget and decision rules
- A production and delivery checklist for a small digital product
- A pricing and acquisition scenario using actual costs
- A launch dashboard and a next-cycle decision memo

How to use this workbook

Read one section, complete its exercise in the included editable files or your own working document, then check the evidence before continuing. XLSX files include live formulas and editable logs; open them in a compatible spreadsheet app. DOCX files include blank response fields and completed fictional examples; open them in a compatible word processor. Optional CSV logs are supplied for compatibility. Do not enter passwords, payment secrets, or sensitive customer information.

Start here: Open Launch Planner, enter a realistic start date and your own work estimates, then complete the offer brief before producing the product.

Editable files included in the paid ZIP

Validation Tools (XLSX): Calculate a bounded offer scenario and record evidence.

Launch Planner (XLSX): Track fourteen workdays and calculate contribution from your sales log.

Offer Brief (DOCX): Complete offer, interview, and experiment documents.

Sales Copy Templates (DOCX): Draft the page, subscriber sequence, and customer-care messages.

COMPLETED FICTIONAL EXAMPLE

A completed first four days of a bounded launch

Fictional teaching case. Day 1: Jordan chooses first-time solo podcast hosts preparing a booked interview. Day 2: he logs five observations and three current alternatives. Day 3: he asks two suitable hosts about their latest preparation process. Day 4: he shows one original guest-research sheet and records where a reader needs help.

He keeps the output narrow: an interview outline and repeatable research routine. He leaves equipment, guest booking, and audience growth outside the product. If a reader cannot use the sheet, he revises it before opening checkout.

Finished working output

A four-day working record and a decision to revise one instruction before building the remaining workbook.

- Use a specific buyer and task.
- Keep observations separate from assumptions.
- Test the sample before polishing.
- Extend the schedule if evidence is missing.

FIELDWORK 01

2. Days 1-4: find the job and test the scope

Day 1 - Define the job. Use the Offer Validation Workbook's skill inventory and job statement. Choose a buyer you can reach and a finish line the product can help produce. Create the launch brief. End the session with one sentence that names buyer, task, and deliverable; keep a separate list of untested assumptions.

Day 2 - Gather evidence and alternatives. Add observations from at least three types of source and inspect existing solutions fairly. Write what each alternative does well. Select the one uncertainty most likely to change the product: a repeated problem, format fit, ability to use it, or willingness to pay.

Day 3 - Hold conversations. Use the interview guide with suitable people. Aim for specific recent stories and note existing workarounds. Record research separately from marketing consent. If conversations cannot happen that day, extend the schedule; calendar speed is less useful than a real understanding of the task.

Day 4 - Define and show the minimum useful offer. Complete the offer brief, remove unrelated features, and create a representative sample. Ask one suitable person to use it without a spoken tutorial from you. Record hesitation and missing steps. Decide whether to build, revise the scope, or recruit better evidence before proceeding.

Do not make '14 days' a reason to ignore weak evidence. This schedule is an operating scaffold, not a promise that every product can be validated and built in two weeks. If you lack a clear job or cannot reach the buyer, the productive action may be another research cycle rather than rushing into checkout.

Put it to work

1. At the end of Day 1, save an offer hypothesis marked version 0.1. At the end of Day 4, compare it with version 0.2 and explain each changed assumption.
2. Record one contrary observation per research day. This is a deliberate check against collecting only encouraging comments.
3. Complete a Day 4 gate: named buyer, observed task, usable sample, truthful output, and scoped deliverable. If any is missing, assign a next research step.

Continue with the full kit

This preview includes a completed fictional example and a practical chapter. The paid ZIP includes the full PDF and listed editable files. Explore contents and availability at the-hustlersacademy.com/kits/digital-product-launch-system/