SID USA AI DIGITAL PRODUCTS

Selling — Digital Operator

LIVE WORKSHOP WORKBOOK

BUILD YOUR USA DIGITAL PRODUCT BUSINESS WHILE YOU WATCH

Don't just take notes. Make the decisions, build the assets and leave with a clear launch plan.

YOUR NAME

YOUR MAIN GOAL FOR THIS WORKSHOP

WORKSHOP RULE

Follow the live steps in order. When we build something, build your version too. The goal is to finish with a business plan you can execute.

01 YOUR DIGITAL OPERATOR STARTING POINT

Before we build, define who you are building for and what you want this business to do.

What do you want to achieve with your USA digital product business?

WHERE ARE YOU RIGHT NOW?

■ Complete beginner	■ Already selling	■ Tried before	■ Want to scale

What skills, experience or interests can you turn into a useful product?

What is your biggest obstacle right now?

BUSINESS TARGET

■ USA customers	■ AI-assisted creation	■ Organic selling	■ Automated delivery

02 FIND YOUR USA BUYER

A product becomes easier to sell when it is designed for a specific person with a specific problem.

My target niche / audience

Who is this person? (job, lifestyle, situation, experience level)

What problem do they already want to solve?

What result would make them feel the product was worth buying?

NICHE CHECK

■ Specific buyer	■ Clear problem	■ Clear desired result	■ Can reach them online

AI PROMPT

Act as a USA digital-product market researcher. Based on my audience: [AUDIENCE] and problem: [PROBLEM], give me 10 specific product angles. For each, explain the buyer, problem, desired outcome, product format and why the buyer might pay for it.

03 CREATE YOUR AI DIGITAL PRODUCT

Use AI to speed up creation — but make the product useful, specific and designed around the buyer.

My product name

PRODUCT FORMAT

■ Ebook / Guide	■ Template Pack	■ Workbook	■ Checklist	■ Mini Course	■ Other

This product helps _____ achieve _____ without _____.

What will the customer actually receive?

My price in USD

AI CREATION CHECKLIST

■ Research	■ Outline	■ Create	■ Edit	■ Design	■ Final delivery

PRODUCT QUALITY

■ Solves one clear problem ■ Easy to understand ■ Actionable ■ Looks professional ■ No unnecessary filler

04 BUILD YOUR SALES PAGE

Make the buyer understand the problem, the solution, what they get and what to do next.

Headline — describe the desired result clearly

Problem — what is your buyer struggling with?

Solution — how does your product help?

WHAT'S INSIDE — list the main deliverables

CTA — what should the buyer click?

SALES PAGE CHECKLIST

■ Clear headline	■ Specific buyer	■ Benefits	■ What's included	■ Price	■ CTA

05 USA PAYMENT & DELIVERY SYSTEM

A USA-focused digital business needs a proper checkout and delivery flow — not a manual payment-and-message process.

CUSTOMER JOURNEY

TRAFFIC Content	→	**SALES PAGE** Offer	→	**CHECKOUT** Payment	→	**DELIVERY** Instant access

My checkout / payment setup

How will the customer receive the product after payment?

What happens immediately after purchase?

SYSTEM CHECKLIST

■ Checkout ready	■ Payment tested	■ Delivery tested	■ Access tested

06 SELLING IN THE USA — ORGANIC PLAN

Create a simple repeatable content system instead of posting randomly.

My main platform / traffic source

My content angle — what will I repeatedly teach or talk about?

MY CONTENT BUCKETS

■ Teach	■ Problem	■ Proof	■ Story	■ Offer

Write 5 post ideas that attract my target buyer

DAILY ACTION

■ Publish	■ Engage	■ Reply	■ Track

07 MY FIRST LAUNCH PLAN

Turn everything you built into a simple launch sequence.

STEP	MY ACTION	DONE
1. Product	Finalize product + files	■
2. Offer	Finalize price + positioning	■
3. Page	Publish sales page	■
4. Checkout	Test payment + delivery	■
5. Content	Prepare launch posts	■
6. Launch	Start publishing + selling	■
7. Improve	Review responses + conversions	■

MY FIRST 7-DAY ACTION PLAN

DAY	WHAT I WILL DO
Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	
Day 7	

08 DIGITAL OPERATOR SCORECARD

Use this at the end of the workshop to see what is ready and what still needs work.

CHECK	READY ?
I know exactly who I want to sell to.	■
I have one clear product idea.	■
I know the problem my product solves.	■
I have chosen my format and price.	■
My product is created or in production.	■
My sales page structure is ready.	■
My payment and delivery flow is mapped.	■
I have a simple organic content plan.	■
I know what I will do during my first 7 days.	■

MY ONE-SENTENCE BUSINESS PLAN

I help _____ in the USA achieve _____ using _____.

FINAL COMMITMENT

The next action I will complete after this workshop is:

MY NEXT ACTION

DIGITAL OPERATOR

Build. Launch. Sell. Improve.

Use this workbook alongside the SID USA AI Digital Products Selling Live Workshop.