

FREE REGISTRATION GIFT

Your First \$1,000 Digital Product Starter Kit

Choose one idea, shape one focused product and set one clear sales target — before the live training begins.

- 10 product starting ideas
- The Product Planner worksheet
- The First \$1,000 Sales Planner
- The First-Buyers Action Sheet

Bring your chosen keyword to the live session.

Digital Product Machine · Billy Darr

One Person. One Problem. One Product. One Promise.

A useful digital product is usually much smaller and much more specific than people expect. It does not need to be a course, a book or a complete system. It needs to help one clearly defined person finish one clearly defined job.

ONE PERSON

Not "everyone who wants to get organised". Instead: a freelance photographer, a new allotment holder, a first-time dog owner, a solo bookkeeper.

ONE PROBLEM

A single frustration that has a beginning and an end. Something they would happily pay to stop worrying about.

ONE PRODUCT

The smallest useful format that solves it: a checklist, a workbook, a template set, a short guide or a toolkit.

ONE PROMISE

The sentence that makes someone reach for their card: "This helps you do X without Y."

Write the four answers down before the webinar. Everything else in this kit builds on them.

Ten Product Starting Ideas

These are starting points to investigate, not proven sellers. Read all ten, then choose ONE that you actually understand or care about — you will make far better decisions about a customer you can picture.

01 The Freelance Invoice Recovery Checklist

CUSTOMER	Freelance designers and writers
PROBLEM	Chasing late-paying clients feels awkward, so invoices drift for months.
FORMAT	Checklist
HELPS THEM	Work through a calm, escalating sequence of reminders that recovers payment without damaging the relationship.

02 The First Allotment Year Planner

CUSTOMER	New allotment and community-plot holders
PROBLEM	They do not know what to plant, or when, in their first twelve months.
FORMAT	Workbook
HELPS THEM	Follow a month-by-month plan for a single plot, from clearing the ground to the first harvest.

03 The Rescue Dog First 30 Days Guide

CUSTOMER	People adopting their first rescue dog
PROBLEM	The first month is overwhelming and advice online contradicts itself.
FORMAT	Short guide
HELPS THEM	Settle a new dog with a day-by-day routine for feeding, sleep, training and vet admin.

04 The Paperwork Amnesty Workbook

CUSTOMER	Households drowning in paper and admin
PROBLEM	Important documents are scattered and nothing can be found when it is needed.
FORMAT	Workbook
HELPS THEM	Sort, name and store every household document once, using a simple repeatable filing system.

05 The Sourdough Troubleshooting Toolkit

CUSTOMER	Home bakers whose loaves keep failing
PROBLEM	They cannot tell which step caused a flat, dense or gummy loaf.
FORMAT	Toolkit
HELPS THEM	Diagnose a failed bake from the symptoms and fix the one variable that caused it.

06 The Solo Bookkeeper Month-End Pack

CUSTOMER	One-person bookkeeping and VA businesses
PROBLEM	Month-end is reinvented from scratch every single month.
FORMAT	Template set
HELPS THEM	Close each client's month with a repeatable checklist, email templates and a handover summary.

07 The Deep Work Week Reset

CUSTOMER	Knowledge workers losing days to shallow tasks
PROBLEM	Their calendar is full but the important work never moves.
FORMAT	Workbook
HELPS THEM	Rebuild one working week around two protected focus blocks a day.

08 The Etsy Listing Rescue Checklist

CUSTOMER	New handmade sellers with no sales
PROBLEM	Listings get views but no orders and they cannot see why.
FORMAT	Checklist
HELPS THEM	Audit and rewrite a listing's title, photos, tags and description in under an hour.

09 The First Rental Property Handover Kit

CUSTOMER	Accidental landlords letting their first property
PROBLEM	They forget legal, safety and inventory steps between tenants.
FORMAT	Toolkit
HELPS THEM	Run a compliant, documented handover between one tenancy and the next.

10 The Junior Football Coach Season Planner

CUSTOMER	Volunteer coaches of children's teams
PROBLEM	Every training session is invented on the drive to the pitch.
FORMAT	Planner
HELPS THEM	Plan a full season of sessions with warm-ups, drills and progress notes.

Circle one. Cross out the other nine. Focus is the whole advantage.

The Product Planner

Fill this in with the idea you circled. Keep every answer to one sentence — if it takes two, the product is still too broad.

My customer is...

Their problem is...

My product helps them...

My product format is...

My main promise is...

My starting keyword is...

Read your promise out loud. If your intended customer would not nod at it, rewrite it before the training.

The First \$1,000 Sales Planner

Your price decides how many buyers you need. Nothing here is a prediction — it is arithmetic you can use to choose a price worth testing.

TEST PRICE	SALES NEEDED	GROSS TOTAL
\$17	59 sales	\$1,003
\$27	38 sales	\$1,026
\$47	22 sales	\$1,034
\$97	11 sales	\$1,067

These figures are gross sales before payment fees, refunds, advertising and any other costs. They are a target to aim at, not income you are guaranteed to earn.

My numbers

The price I will test is...

So the number of sales I need is...

The date I want to reach that by is...

The smallest first win that would prove the idea is...

The First-Buyers Action Sheet

A product with no route to buyers is a hobby. Answer these six before you build anything.

Where do these customers already look for help?

What questions do they repeatedly ask?

Who could I speak to about this problem this week?

What free sample would demonstrate the product's usefulness?

Which ONE promotional channel will I test first?

What results and feedback will I record?

Bring These To The Live Training

Three minutes of preparation changes what you get from the session. Fill this page in, then keep it beside you during the demonstration.

My keyword...

My intended customer...

My product idea...

My question for Billy...

During the live session

Watch each decision being made and write your own answer beside it. You will leave with a product plan, a test price and a first promotional step — for your idea, not the example one.

Digital Product Machine helps produce the written content, cover, internal formatting and PDF export. You review, edit and personalise the result before it goes to a single buyer.