YOUR READING MAP

Turn a file into an offer

Help someone complete a small, specific task.

Your mission

Choose one buyer and one problem. Make a useful sample, watch someone use it, then package and test a small paid download. You do not need a huge catalogue to begin.

03–04 — **Choose the useful job**
A fictional creator story and a simple product brief.

05–06 — **Build and package it**
Pick a format, add instructions and check usability.

07–09 — **Price, describe and deliver**
Practical maths, listing copy and a delivery test.

10–11 — **Explore 10 business ideas**
Small download concepts with first tests.

12–14 — **Launch with a plan**
Seven-day sequence, worksheet and source notes.

01 / UNDERSTAND IT

Maya makes a useful file

Fictional example: a weekly order planner for small makers.



Start with a repeated task

Maya notices makers rewriting customer orders on scraps of paper. She creates a printable page for order details, due dates and progress. Her first version is only two pages, including a worked example.

Sell the help, not the page count

A digital download is a file the buyer receives electronically. The value is in what it helps them do. Maya asks a maker to plan three sample orders, then fixes the confusing labels before offering it for sale.

☺ Maya’s first rule

“A small file that someone can use beats a large bundle they cannot understand.” Digital delivery still needs testing, updates and support.

02 / CHOOSE THE JOB

Write a one-product brief

Use real conversations to narrow your first idea.

1 **BUYER**

Who has this problem? Name a specific group, not “everyone”.

2 **TASK**

What will the buyer complete with the file? Make the result observable.

3 **FRICTION**

What is slow, confusing or repeatedly forgotten in their current method?

4 **SMALLEST VERSION**

What is the simplest usable file that helps with that one task?

A better question than “Would you buy?”

Ask: “Show me how you do this now. What goes wrong?” Later, show a sample and a real price. Interest is useful; a completed paid order is stronger evidence.