

Digital Product Clarity Map

A practical worksheet for turning messy notes, documents, transcripts, or course ideas into a clear digital product direction.

How to use this

Pick one source of original material. Work through each section quickly. The goal is not a perfect business plan; the goal is to find one small product promise that can be built and tested.

This worksheet helps you define:



Who the product is for

What problem it solves

What outcome the buyer should get

What source material you already have

What format the product should take first

What to include, cut, and clarify

Important note

This is not a revenue guarantee. It is a clarity tool. Use only material you own or have permission to use.

1. Source Material Audit

List what you already have. Favor original, useful, public-safe material.

Notes, docs, slides, transcripts, frameworks, client questions, newsletter posts, or course ideas:

Mark what is strongest:

Original and created by me

Useful to a specific buyer

Easy to explain

Safe to publish

Not dependent on private client information

2. Buyer Snapshot

This product is for:

They want to:

They are stuck because:

They would value:

3. Problem-to-Promise Map

Main problem:

Practical outcome:

Simple promise: This product helps [buyer] go from [problem] to [outcome].

4. Product Format Picker

Choose the smallest format that can deliver the promise.

☐	Checklist
☐	Workbook
☐	Template
☐	Guide
☐	Swipe file
☐	Mini-course
☐	Notion or Google Docs system
☐	Lead magnet PDF

5. Minimum Sellable Product Scope

Must include:

Nice to have later:

Do not include yet:

6. Next-Step Checklist

	Pick one buyer
	Pick one problem
	Pick one outcome
	Choose the smallest useful format
	Create a rough outline
	Write the sales page promise
	Build a simple cover
	Share with 3-5 real people before expanding

Product idea summary

My first product version will be:

Need help turning this worksheet into a full product package? Use it as the brief for a productization service: positioning, outline, sales page copy, design brief, and launch checklist.