

Messy to Marketable

Toolkit

A Step-by-Step System to Package, Price & Promote Your Digital Product” Say
goodbye to second-guessing

Section 1: Start Here – Your “Messy” Is Normal

This Toolkit is here to help you go from scattered notes, half-finished drafts, or “I’m not sure what I’m selling” energy... to a clear, confident offer you can list and share—without pressure or perfectionism.

How to Use This Toolkit

You don’t need to do this all at once.

Most people finish this in 30–60 minutes total—spread out or in one focused session.

- Start with Section 2 if you want instant clarity.
- Skip around if you need to.
- There is no “wrong” order—only progress.

What You’re Starting With:

Check off what best describes your current starting point:

- A rough idea
- A half-finished product
- Customized PLR
- Notes in 4 different docs
- Something else: _____

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Fill this out:

“The most frustrating part of building this product is...”

Write your honest answer. No judgment.

Clarity Scale (Check One):

- 1 – I have no idea what I’m selling
- 2 – I kind of know, but can’t explain it
- 3 – I know what it is, but not how to position it
- 4 – I’m mostly clear, just second-guessing everything
- 5 – I could explain it confidently in one sentence

Reminder: This Toolkit is here to help you move just one step at a time. You don't need to be “ready”—you just need to keep going.

Section 2: What Am I Actually Selling?

This is the most important clarity checkpoint in the whole Toolkit. If you can answer these prompts, you’re halfway to done.

The Core 3 Clarity Prompts

1. Who is this for?

→ Be specific: *New Etsy sellers, busy moms, beginner content creators, etc.*

2. What does it help them do?

→ What’s the big result or relief? (Finish something, feel confident, stop guessing...)

3. What are you removing?

→ What’s the hassle, fear, or frustration you’re helping them avoid?

Now try this sentence:

“This helps [who it’s for] do [result] without [the thing they’re dreading].”

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✓ Write 2–3 variations. Don't overthink—just draft.



Need a hand?

ChatGPT Prompt to Copy-Paste:

“Can you help me write a one-sentence description of my digital product?

It helps [my audience] do [result] without [the pain point].”

Example:

Audience: Busy moms who want extra income

Result: Finish a digital product idea

Without: Overthinking, tech overwhelm, or funnels

One-sentence offer:

“This helps busy moms finish a simple digital product without tech overwhelm or second-guessing.”

Once this sentence feels right...

Drop it into your notes app, sales page, or sticky note. You'll use it everywhere.

Section 3: Make It Marketable

Now that you're clear on *what* you're selling, it's time to sharpen how it *sounds*. A clear, appealing name + transformation is what helps buyers say, “Yes—that's for me.”

Naming Formula #1: What + Who + Why

[Format or Type] for [Audience] who want to [Result]

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Examples:

- “7-Day Reels Planner for Busy Coaches”
- “Content Cleanup Toolkit for Side Hustlers Who Hate Funnels”

Try 2–3 below:

Prompt for Naming Ideas:

“Can you give me 5 digital product name ideas for a [type of product] that helps [audience] do [result] without [common pain point]?”

Example input:

“Can you give me 5 name ideas for a PDF bundle that helps new Etsy sellers write better listings without sounding robotic?”

Naming Formula #2: Action + Outcome

*From [Problem] to [Desirable Result]
(Like your own: Messy to Marketable Toolkit)*

Try your own:

- From _____ to _____ Toolkit
- The [Clear Result] Kit
- [Outcome] Made Easy

ChatGPT Prompt for Naming Formula #2

“Can you give me 5 product name ideas using the ‘From [Problem] to [Result]’ format?”

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My product helps [audience] go from [pain point] to [desired outcome]. Keep it short, clear, and motivating.”

Example input:

“Can you give me 5 product name ideas using the ‘From X to Y’ format?”

My product helps beginner creators go from scattered notes to a ready-to-sell digital offer. Keep it short, clear, and motivating.”

Quick Clarity Check

Circle “yes” or “no” for each:

- Can a stranger *roughly* guess what this is about? → Yes / No
- Is it obvious what *problem* this solves? → Yes / No
- Would you say it out loud without cringing? → Yes / No

Prompt for Clarity Check:

“Here’s my product name: [insert name]. Does it clearly communicate what I’m offering and who it’s for? If not, how would you revise it?”

Transformation Statement Builder

My ICA is at _____, wants _____, and this product helps by _____.

Fill it in:

Prompt for Transformation Sentence:

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“Can you help me write a one-line transformation statement?
My product is for [audience] who want [result]. It helps by [how you solve the problem].”

Example input:

“My product is for busy moms who want to finish their digital product idea. It helps by guiding them step by step with fill-in-the-blank templates.”

Section 4: Pick Your Price + Position Like a Pro

Most beginner creators undercharge. But your product is solving confusion, saving time, and giving clarity—and *that’s valuable*.

Choose a Sweet-Spot Price

Low-ticket typically means **\$9–\$49**. Circle one:

\$9 | \$17 | \$27 | \$37 | \$49

Ask ChatGPT:

“I’m selling a [type of product] that helps [audience] get [result]. What’s a realistic low-ticket price range that feels fair but valuable?”

What Makes This Worth Paying For?

Check all that apply:

- Saves time
- Removes overwhelm
- Offers a transformation
- Includes templates
- Solves a real frustration
- Helps them finish something

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Now circle your *top 2* value-drivers.

Your Positioning Angle (Pick One That Feels True)

“I make finishing easy.”

“I help you skip the guesswork.”

“No fluff, just done-for-you clarity.”

“You’re not behind—you just need a shortcut.”

Ask ChatGPT:

“Can you help me write a short positioning line for my product? It helps [audience] go from [problem] to [result] with [format—e.g., worksheets, templates]. Keep it clear and kind.”

Section 5: Prep to List + Share

You’ve got a clear offer. Now let’s talk about how to tell people about it—without needing a funnel, a huge audience, or a personality transplant.

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Product Listing Checklist

Use this when you're uploading to Gumroad, Beacons, Shopify, or even just emailing your list:

- Product name (clear + benefits-focused)
- 1-sentence product promise (transformation line)
- What's included (short bullets)
- Who it's for (keep it casual: "If you're a ____, this is for you")
- Image mock-up (Canva-style flatlay or tablet)
- CTA (Download Now / Get the Toolkit / Start Here)

Ask ChatGPT:

"Can you help me write a 1-paragraph product listing for a [format] that helps [audience] do [result] without [pain point]?"

You Made It — Let's Wrap This Up

You started with a messy idea, a half-finished doc, or maybe just a sense that "there's something here..."

Now look at you.

You've named your product, defined your promise, built in value, and mapped out how to share it. You didn't need a funnel or a content calendar—you needed *clarity and completion*. And that's exactly what you've created.

What's next?

- Save your favorite offer sentence and list it.
- Use your Tiny Launch Timeline (Bonus #5) to move this from "I'm working on it" to "It's live."
- Take a deep breath. Then share the link—even if it's just with one person today.

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Reminder:

Done is powerful.

Simple sells.

And clarity beats confidence every time.

Completion Checklist

- I can describe my product in one sentence
- I've chosen a clear, non-cringey name
- I picked a price I feel good about
- I know where I'll list it
- I'm ready to share it once, even imperfectly

You've got this.

– Veronica (and the Messy to Marketable gang)