SALESEDGE FIELD GUIDE / ENGLISH EDITION

FROM PROMPT TO PRODUCT

A thirty-day plan for researching, creating and launching a useful digital guide.

READ / APPLY / REVIEW

Complete English guide + editable source text.

Individual personal and professional use.

FIELD GUIDE / ENGLISH EDITION

FROM PROMPT TO PRODUCT

Research an audience, build a useful guide and verify its offer, delivery and measurable launch.

A PRODUCT STARTS WITH A PROBLEM

Professional knowledge can become a useful guide, template or workbook when it helps a defined reader complete a task. AI can support research organisation, drafting and editing, but it does not prove demand, supply expertise you do not have or guarantee a first sale.

This guide offers a thirty-day working sequence. The dates are planning checkpoints, not a promise that every product can be completed or sold within a month. Narrow the scope or extend the schedule when the evidence and review require it.

The intended output is a small, complete product with an accurate description, a working delivery route and a measurable launch. This is the compact planning guide; it is distinct from SalesEdge's longer idea-to-delivery workshop with separate worksheets.

WEEK ONE: INVESTIGATE A REAL AUDIENCE

Start with the reader's situation rather than the document you feel like writing. What do they need to do? What currently blocks them? What do they use instead? What would make a paid resource worth choosing over a free explanation?

Prompt: “For [audience] trying to [task], propose possible problems and questions to investigate. Label them as hypotheses. Do not invent market statistics, customer quotes or willingness to pay.” Use the response to organise research, not as research evidence itself.

Look at relevant public discussions, existing products and permitted customer conversations. Record recurring questions in your own words with source links. Respect community rules and avoid collecting unnecessary personal information. Do not copy another creator's content into your product.

Reviews of existing resources can reveal gaps, but a few complaints are not a market survey. Ask what a reviewer wanted, whether that need matches your audience and whether you can solve it responsibly. Preserve disagreement instead of asking AI to manufacture one universal unmet need.

TEST INTEREST BEFORE BUILDING EVERYTHING

Write a short concept: audience, problem, intended outcome, format, contents, exclusions and an indicative price. Show it to relevant people through an appropriate channel. Ask what they would use, what is unclear and what currently solves the problem.

An interest list or positive comment is a signal, not a purchase. Keep separate counts for people reached, relevant replies, requests for a sample and actual paid orders. Ten enthusiastic responses do not establish demand in every market, and silence may reflect limited reach rather than a bad idea.