PRACTICAL WORKBOOK / DIGITAL PRODUCTS

DIGITAL PRODUCTS WITH AI

The idea-to-delivery workshop.

01 IDEA — 02 PRODUCT — 03 DELIVERY

METHODS / EXERCISES / EDITABLE WORKSHEETS

A complete English edition. Individual professional use.

HOW TO USE THIS WORKBOOK

DIGITAL PRODUCTS WITH AI — THE IDEA-TO-DELIVERY WORKSHOP

This workshop starts with a skill and ends with a product another person can understand, buy and use. The file is only part of the work: you also need demand, instructions, quality checks and delivery. AI helps structure and review drafts; it does not replace evidence that the material is useful.

Build a small original offer with checked files, an accurate listing, a cost model and a documented delivery journey.

How to work

Choose one problem and a product small enough to complete. This practical workshop is distinct from the introductory SalesEdge guide Da Prompt a Prodotto (From Prompt to Product): it includes procedures, a complete case and worksheets for validation, production and quality control. No other title is required. Before using external tools, assess costs, permissions and terms. You can complete the exercises without paid AI services.

What is included

Eight chapters, a complete digital-kit example, a numerical exercise with reproducible formulas, seven CSV worksheets and editable Markdown. The worksheets are manual: active automations, cloud services, accounts, personalised support and resale rights to SalesEdge material are not included.

What is not included

Software, accounts, subscriptions, consulting, setup on your systems and guaranteed financial results are not included. All examples are fictional teaching scenarios: people, companies, dates and figures do not describe real customers.

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01 / PROCEDURE

START WITH A SKILL AND A PROBLEM

The starting question is not ‘What can I get AI to generate?’ but ‘What work can I help someone complete?’ List procedures, decisions and mistakes you know directly. Choose a narrow problem: a small, complete product is easier to test than a generic collection of advice.

Do not confuse personal experience with market demand. Solving a problem for yourself establishes at least one case, not that many people will buy your solution. Separate what you can do from what you still need to learn about the audience.

Working steps

1. List five tasks you can explain with an example. For each, name the result, requirements and most common mistake.

2. Choose a person in a concrete context. ‘Independent professional preparing a first quotation’ guides the product better than ‘anyone wanting to improve their business’.

3. Describe before and after without promising financial results. Moving from scattered notes to a complete proposal is observable; doubling revenue depends on other factors.

4. Check which material you are entitled to use. Client documents, confidential data and third-party content do not become reusable just because they are in your archive.

Fictional example

Fictional example: a consultant knows how to turn a vague assignment into a proposal with scope, exclusions and deliverables. The product idea is a proposal-preparation kit for independent professionals. Experience suggests the problem; subsequent conversations must test whether the audience recognises it and wants a tool.

Use AI this way

Provide an anonymised list of your procedures. Request possible problems and formats, keeping a column labelled ‘hypothesis to test’. Do not ask the model to certify that a market is profitable.

Exercise

Complete a record with person, task, obstacle, result and prerequisite. Remove ideas that require experience or rights you do not have.

DONE WHEN — You have a concrete problem and can distinguish available expertise from assumptions about demand.