
PHIT TO SOAR
FROM IDEA TO INCOME
DIGITAL PRODUCT LAUNCH BLUEPRINT
CREATE IT. LAUNCH IT. SELL IT.
IDEA
PLAN
CREATE
LAUNCH
SELL
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Plan
Create
Launch
Sell
BIG IDEAS BIGGER INCOME
Turn Your Passion Into Profit
PHIT TO SOAR
THE PHIT QUEEN

Your path from knowledge to a sellable offer

A digital product is a repeatable solution delivered online. The strongest products do not begin with design software or a long list of features. They begin with one specific person, one meaningful problem, and one clear result.

Use this workbook in order

Step	Decision	Your outcome
1	Choose	One useful idea tied to a real problem
2	Validate	Evidence that people want the solution
3	Build	A focused minimum viable product
4	Package	A clear promise, format, and price
5	Sell	A simple sales page and launch plan

Your first-sale goal

I will create and offer _____ to _____ by _____.

Keep it simple

- Solve one problem before trying to build a product library.
- Create the smallest version that can deliver the promised result.
- Invite feedback early instead of waiting for perfection.
- Measure conversations, clicks, and sales - not just likes.

Step 1 Choose a profitable product idea

Start where your experience and your audience's needs overlap. A profitable idea is useful, specific, and easy to explain.

List three problems you can help solve

Problem	Who has it	Result they want
1		
2		
3		

Score each idea from 1 to 5

Idea	Urgency	Experience	Easy to reach	Total
A				
B				
C				

The idea I will pursue

Why this problem matters now



Step 2 Know the buyer and the problem

Specific language helps buyers recognize that your offer is for them. Describe a real person in a real situation rather than a broad audience.

My ideal buyer

They are a _____ who wants _____ but struggles with _____.

What they have already tried

What the problem costs them

Words they might use to describe the problem

My clear promise

This product helps **[specific person]** achieve **[specific result]** without **[major frustration]**.



Step 3 Validate before you build

Validation means collecting evidence that people care enough to act. Conversations and pre-sales are stronger evidence than compliments.

Choose at least three validation actions

- Ask five ideal buyers about their current challenge.
- Post a poll using the exact problem statement.
- Review common questions in your comments, inbox, or community.
- Offer a live mini-training and track registrations.
- Create a waitlist page and measure sign-ups.
- Invite a small beta group or pre-sell the first version.

Interview questions

- What is the hardest part of achieving this result?
- What have you already tried?
- What would a useful solution need to include?
- How would solving this change your day, work, or income?
- Would you pay for a step-by-step solution? Why or why not?

Evidence I collected

Step 4 Build the minimum viable product

Your first version should deliver the promised result with the least unnecessary complexity. You can improve it after real buyers use it.

Choose the best format

Format	Best when the buyer needs
Workbook or guide	A process, plan, prompts, or reference
Template	A faster way to complete a repeated task
Mini-course	Demonstration and guided practice
Toolkit	Several related resources in one system
Live workshop	Feedback, energy, and accountability

My product outline

Part	What it helps the buyer do
1	
2	
3	
4	

What I will leave out of version one

Step 5 Package and price the offer

Buyers pay for the relevance and value of the outcome, not the number of pages or videos. Price with confidence, simplicity, and room to improve.

Offer builder

Product name

One-sentence promise

What is included

Fast-action bonus

Pricing check

Question	Your answer
What is the result worth to the buyer?	
What alternatives already cost?	
What price feels fair for a first version?	
What launch or beta price will you test?	

Step 6 Write a simple sales page

A sales page should help the right buyer quickly understand the problem, outcome, contents, price, and next step.

Section	What to write
Headline	Name the result or transformation.
Problem	Show that you understand the current frustration.
Promise	Explain what will be easier or different.
Contents	List what the buyer receives and why it matters.
Trust	Share relevant experience, proof, or beta feedback.
Price	State the price clearly and reduce confusion.
Call to action	Tell the buyer exactly what to do next.

Draft your headline

Three buyer benefits

Call to action

Step 7 Launch and make the first sale

A launch is a focused conversation about the problem, the solution, and the invitation. Start with people who already know your work.

Day	Action
1	Share the problem and ask your audience what they struggle with.
2	Teach one useful tip connected to the product.
3	Tell the story behind why you created the solution.
4	Reveal the product, promise, contents, price, and launch date.
5	Open sales and personally invite interested people.
6	Answer objections and demonstrate part of the product.
7	Share a final reminder and a clear closing time.

My launch details

Launch date _____ Price _____ Sales goal _____

Where I will promote it

People I will personally invite



Your PHIT TO SOAR action plan

Use PHIT to strengthen the foundation and SOAR to move the offer forward.

Framework	Your commitment
Prosperity	How will this product create value and opportunity?
Health	What pace can you sustain?
Inspiration	What message will keep you moving?
Temple	How will you honor your purpose and boundaries?
Support	Who will encourage or advise you?
Opportunities	Where will you share and sell?
Accountability	What deadline will you keep?
Results	What number will define progress?

The next action I will complete within 24 hours

My first-sale declaration

I will build a focused solution, invite real feedback, and make a clear offer. Progress creates proof.

Continue your journey at PHIT TO SOAR™ Academy

KEEP BUILDING. KEEP SOARING.

Explore tools, courses, and resources created to help you turn your knowledge into purpose, impact, and income.



SHOP THE STAN STORE

EXPLORE MY LINKTREE