

Start Here – Roadmap

By: DigitalProductHQ

Digital Product Business Roadmap

From Initial Idea to a Finished, Sellable Product

This roadmap gives you a simple view of the full digital product process.

It is not meant to make you complete every task immediately. Its purpose is to help you see where you are, what comes next, and which decisions can wait until later.

Use it at the beginning of the toolkit, then return to it as you complete each stage.

How to Use This Roadmap

Choose one product idea to work on as you move through the toolkit.

At each stage:

1. Read the short explanation.
2. Complete the relevant chapter and tools.
3. Record your main decision.
4. mark the stage as complete, in progress, or not started.
5. Write down the next practical action.

Do not worry if some answers change. A working plan is more useful than waiting for a perfect one.

My Working Product Idea

Product Working Title

What Kind of Product Is It?

Tick the most likely format.

- Ebook or practical guide
- Workbook
- Planner

- Checklist
- Template pack
- Spreadsheet or calculator
- Prompt collection
- Mini-course
- Resource library
- Membership resource
- Bundle
- Other: _____

Who Might This Product Help?

What Problem Might It Help Solve?

What Result Might the Buyer Want?

Why Does This Idea Feel Worth Exploring?

Current Confidence Level

Circle one:

1 2 3 4 5

1 = Very uncertain

3 = Somewhat clear

5 = Clear enough to begin

The Five-Stage Business Roadmap

Stage 1: Find and Test the Idea

Purpose of This Stage

The aim is to move from a broad idea to a product concept that appears useful, specific, and realistic.

You are not trying to prove that the product will definitely succeed. You are looking for enough evidence to decide whether the idea deserves further work.

Questions to Answer

- What problem does the product address?
- Who experiences that problem?
- How important is the problem to them?
- What have they already tried?
- Are people already searching for help?
- Are similar products already being sold?
- What could make this product clearer, simpler, or more relevant?
- Is the idea manageable with the time and resources available?

Main Tasks

- List possible product ideas
- Identify the problem behind each idea
- Choose one main working idea
- Research existing products
- Review customer questions, comments, and complaints
- Look for signs of demand
- Define the likely customer
- Decide whether to continue, adjust, or replace the idea

Main Decision

My product idea is:

It is intended for:

It helps with:

My decision is:

- Continue with the idea
- Narrow the idea
- Change the format

- Carry out more research
- Pause and choose another idea

Evidence Supporting This Decision

Stage Status

- Not started
- In progress
- Complete
- Needs review

Next Practical Action

Stage 2: Shape and Create the Product

Purpose of This Stage

The aim is to turn the idea into a clear, useful product with a sensible scope.

This stage is where the product stops being a vague concept and becomes a defined resource with a structure, content plan, and completion schedule.

Questions to Answer

- What format suits the problem best?
- What must the product include?
- What can be left out?
- What should the buyer be able to do after using it?
- How large does the product need to be?
- What supporting tools would make it more useful?
- What can be created personally?
- What may need to be outsourced?
- What is a realistic completion date?

Main Tasks

- Choose the product format
- Write a clear product outcome
- Define the product scope
- Create the product outline
- Separate essential content from optional extras
- Decide whether to include worksheets, templates, or checklists

- Set a creation schedule
- Create the first draft or version
- Review for clarity and usefulness
- Test the files
- Organise the final product materials

Product Outcome Statement

This product helps:

To:

By providing:

Product Contents

The product will include:

1.

2.

3.

4.

5.

What Will Not Be Included

To keep the product manageable, I will leave out:

Planned Completion Date

Stage Status

- Not started
- In progress
- Complete
- Needs review

Next Practical Action

Stage 3: Price and Prepare the Product for Sale

Purpose of This Stage

The aim is to make the product easy to understand, buy, receive, and use.

A useful product can still struggle if the price feels unclear, the sales page is confusing, or the buying process does not work properly. This stage connects the finished product to the customer.

Questions to Answer

- What is the product worth to the intended customer?
- What are similar products priced at?
- What did the product cost to create?
- What platform fees will apply?
- What price leaves a reasonable profit?
- How should the product be described?
- What questions might a buyer have?
- How will payment and delivery work?
- What support information will customers need?

Main Tasks

- Estimate total product costs
- Review competitor prices
- Choose a standard selling price
- Calculate break-even sales
- Decide whether to use a launch price
- Write the sales page
- Prepare the product description
- Set up checkout
- Upload the product files
- Create the delivery email or page
- Write a welcome email
- Prepare refund and support information
- Complete a test purchase
- Check the customer experience from beginning to end

Pricing Record

Total creation cost:

£/\$ _____

Platform and payment fees:

£/\$ _____

Planned selling price:

£/\$ _____

Estimated profit per sale:

£/\$ _____

Break-even number of sales:

Sales Page Core Message

This product is for:

It helps them:

It includes:

The main reason to buy is:

Stage Status

- Not started
- In progress
- Complete
- Needs review

Next Practical Action

Stage 4: Introduce and Launch the Product

Purpose of This Stage

The aim is to bring the product to the attention of people who may find it useful.

A launch does not need to be large, noisy, or complicated. It can be a quiet release to a small email list, a group of existing clients, website visitors, social followers, or a carefully chosen audience.

The purpose is to make the product available, explain it clearly, and learn from the response.

Questions to Answer

- Who is most likely to be interested first?
- Where can those people be reached?
- What should they understand before seeing the offer?
- What launch period feels manageable?
- What emails or posts are needed?
- Is there a genuine reason to offer an introductory price?
- What result would make this launch useful, even if sales are modest?
- How will questions and support requests be handled?

Main Tasks

- Set a launch goal
- Choose a launch date
- Identify promotional channels
- Prepare launch emails
- Prepare social or website content
- Check all product links
- Test payment and delivery again
- Prepare answers to likely questions
- Announce the product
- Send launch reminders
- Record sales and customer questions
- Note any technical problems
- Close or review the launch period

Launch Goal

My main launch goal is:

Examples may include:

- Make the first five sales
- Test whether the offer is clear
- Gain initial customer feedback
- Recover the product creation cost
- Build confidence using the sales process
- Identify questions that need answering

Launch Dates

Preparation begins:

Product becomes available:

Launch review date:

Main Promotional Channels

- Email list
- Website
- Blog
- Social media
- Existing clients
- Professional network
- Partnerships
- Online communities
- Paid advertising
- Other: _____

Stage Status

- Not started
- In progress
- Complete
- Needs review

Next Practical Action

Stage 5: Review, Improve, and Continue

Purpose of This Stage

The aim is to learn from what happened after the product was made available.

The first version of a product rarely tells you everything. Customer questions, sales patterns, refunds, feedback, and even a lack of response can provide useful information.

This stage is not about rebuilding the whole product after every comment. It is about noticing what appears to matter.

Questions to Answer

- How many people saw the offer?
- How many bought?
- What questions did potential buyers ask?
- What did customers find useful?
- Where did they become confused?
- Were there refund or support issues?
- Did the price appear suitable?
- Did the sales page explain the product clearly?
- What should be improved first?
- Should the product remain as it is, be updated, expanded, bundled, or paused?

Main Tasks

- Record total sales
- Calculate revenue and profit
- Record refunds
- Review customer questions
- Collect feedback
- Identify common points of confusion
- Review the sales page
- Review the product itself
- Choose one or two improvements
- Set a date for the next promotion
- Consider related product ideas
- Decide what to continue, change, or stop

Product Performance Record

Number of sales:

Total revenue:

£/\$ _____

Total costs:

£/\$ _____

Estimated profit:

£/\$ _____

Refunds:

Main source of sales:

What Worked Well?

What Caused Difficulty?

Most Useful Customer Feedback

The First Improvement I Will Make

My Decision

- Continue selling the product as it is
- Improve the product
- Improve the sales page
- Adjust the price
- Relaunch the product
- Add a related product
- Create a bundle
- Pause the product
- Retire the product

Stage Status

- Not started
- In progress
- Complete
- Needs review

Next Practical Action

One-Page Roadmap Summary

Use this page to see the whole business at a glance.

1. Product Idea

What am I creating?

2. Intended Customer

Who is it for?

3. Problem

What does it help with?

4. Product Outcome

What should the customer be able to do after using it?

5. Format

What form will the product take?

6. Core Contents

What are the main parts?

7. Selling Price

£/\$ _____

8. Sales Platform

9. Main Promotional Channel

10. Planned Launch Date

11. First Sales Goal

12. First Review Date

Progress Tracker

Stage	Not Started	In Progress	Complete	Review Needed
Find and test the idea	☐	☐	☐	☐
Shape and create the product	☐	☐	☐	☐
Price and prepare for sale	☐	☐	☐	☐
Introduce and launch	☐	☐	☐	☐
Review and improve	☐	☐	☐	☐

Decision Log

Use this section to record important decisions so that you do not keep reopening the same question without a reason.

Date Decision Made Reason Review Date

Questions to Return to Later

Some questions will appear before you are ready to answer them. Record them here rather than allowing them to interrupt the current stage.

1.

2.

3. _____
4. _____
5. _____

Idea Parking Place

Use this space for product ideas you do not want to lose but are not developing now.

Product Idea Intended Customer Problem It Might Solve Review Later

[]
[]
[]
[]
[]

Weekly Focus Page

This Week's Stage

- Idea and validation
- Customer definition
- Product planning
- Product creation
- Pricing
- Sales page
- Checkout and delivery
- Launch preparation
- Promotion
- Review and improvement

The One Result I Want This Week

My Three Most Important Tasks

1. _____
2. _____
3. _____

What Can Wait?

Possible Obstacle

How I Will Respond

End-of-Week Note

What moved forward?

What needs to happen next?

Roadmap Review

Return to these questions at the end of each major stage.

What Has Become Clearer?

What Has Changed?

Which Decision No Longer Needs My Attention?

What Still Needs Evidence?

What Is the Next Useful Step?

Final Roadmap Reminder

A digital product business is built through connected decisions.

You do not need to work on all of them today.

When the business begins to feel too large, return to this roadmap and ask:

Which stage am I in?

What decision belongs to this stage?

What can safely wait until later?

Then focus on the next useful action.