HOUSE OF COSPY / BUSINESS STARTER SERIES

Your First Digital Product

A one-page checklist to take an idea from draft to launch.

- [ ] **Choose one buyer and one problem**

  Write: I help _____ solve _____. Ask three people in that group how they handle it today and what still frustrates them.

- [ ] **Make the smallest useful version**

  Create a checklist, spreadsheet, or guide. Include one worked example and have someone try it without your help.

- [ ] **Price the offer and check the costs**

  List the price, platform fees, and other costs. Example: at $9 per sale and $1 in fees, $8 remains before other costs and taxes.

- [ ] **Check your business setup**

  Compare structures for your situation. If you choose a Florida LLC, check Sunbiz for filing steps and ongoing fees. Check licensing and state and local tax requirements separately.

- [ ] **Test delivery before sending traffic**

  Run a test checkout and open the file on your phone. Make sure the product page explains what buyers get and how they receive it.

- [ ] **Share the offer and measure the response**

  Show one useful page, tell people who it helps, and give them one next step. Track visits and completed orders so you know what to improve.

Official starting points

Florida Sunbiz LLC instructions | Florida business requirements | Free IRS EIN application

If you form an LLC and need an EIN, form the entity with the state first. Check the rules where you operate. This checklist is general education.