

AURUMVAULT

THE DIGITAL CREATOR STARTER PACK

From idea to polished digital product - with a clearer path to launch, price, market, and sell.

25 PRODUCT IDEAS | PRICING WORKSHEET | LAUNCH CHECKLIST
30 CONTENT IDEAS | PRODUCT DESCRIPTION FORMULA | 10 AI PROMPTS

Created for independent creators by AurumVault

www.aurumvault.store

Welcome, Creator

You do not need a massive audience to start building a valuable digital-product business.

This starter pack is designed to help you move from “I could create something” to a product that is useful, clearly positioned, professionally presented, and ready to market.

The goal is not to create more digital clutter. The goal is to create something that solves a real problem for a specific person - and to present it in a way that earns trust.

Use this pack as a working guide. Circle ideas. Write in the margins. Pick one product. Finish it. Launch it. Then improve from real customer feedback.

The simple creator formula

1. PERSON

Who is it for?

2. PROBLEM

What do they need?

3. PRODUCT

What can solve it?

4. PATH

How will they find it?

Your one-product commitment

- The audience I want to help: _____
- The problem I want to solve: _____
- The product I will finish first: _____
- My target launch date: _____

25 Digital Product Ideas

Choose a useful problem before choosing a trendy format.

01. Industry-specific content calendar
02. Caption template vault
03. Client onboarding workbook
04. Pricing calculator or estimator
05. Business operating checklist
06. Appointment planner
07. Media kit builder
08. Brand deal tracker
09. Podcast planning system
10. Launch checklist and calendar
11. Realtor open-house toolkit
12. Wedding planning organizer
13. Church or ministry planning kit
14. Teacher classroom resource pack
15. Children's educational ebook
16. Budget planner
17. Goal-setting journal
18. Habit or accountability tracker
19. Small-business review QR kit
20. Restaurant QR marketing kit
21. Creator link-in-bio QR kit
22. Canva social template collection
23. AI-assisted workflow guide
24. Niche prompt pack with examples
25. Interactive decision or planning workbook

Quick filter

- Does this solve a clear problem?
- Can the buyer understand the benefit in 10 seconds?
- Can I show the product visually in a short video?
- Would someone save time, make money, reduce stress, learn, organize, or decide faster with it?
- Can I make the first version excellent within 7-14 days?

Pricing Worksheet

Price for value, usefulness, depth, and trust - not page count alone.

1. Estimate your value

Factor	Your estimate
Time saved for buyer	_____ hours
Mistakes avoided	_____
Money/opportunity supported	\$ _____
Original expertise included	_____
Interactive/editable elements	_____
Bonus resources included	_____

2. Choose a working price band

- Simple checklist / mini guide: \$5-\$12
- Focused template / prompt pack / journal: \$8-\$20
- Interactive planner / builder / toolkit: \$15-\$39
- Bundle or operating system: \$29-\$79+
- Specialized professional resource with meaningful depth: price to the outcome, not the file size

3. Revenue math

Monthly revenue goal: \$ _____ ÷ **Product price:** \$ _____ = _____ **sales needed per month**

A \$39 product needs about 129 sales to produce roughly \$5,000 in gross sales. A \$12 product needs about 417 sales. Higher value can reduce the traffic burden - provided the offer earns the price.

Digital Product Launch Checklist

Use this before sending paid traffic to a product page.

- ☐ Product solves one clearly stated problem
- ☐ Product name is easy to understand
- ☐ Cover/mockup looks professional at mobile size
- ☐ Description explains who it is for
- ☐ Description explains the outcome or benefit
- ☐ What is included is listed clearly
- ☐ File types are disclosed
- ☐ Product has been proofread
- ☐ Links and interactive fields have been tested
- ☐ Download file opens correctly on a second device
- ☐ Price is visible and easy to understand
- ☐ Refund / digital-product policy is easy to find
- ☐ Product page has a strong preview image
- ☐ Checkout works from mobile
- ☐ Thank-you / delivery experience has been tested
- ☐ At least 3 launch videos are prepared
- ☐ At least 5 social posts are prepared
- ☐ Email announcement is prepared
- ☐ Tracking links / UTM tags are set
- ☐ Customer support path is visible
- ☐ First 7 days of performance will be reviewed before major changes

30 Content Ideas That Sell Without Begging

Lead with the problem, transformation, demonstration, or story.

1. Show the problem your product solves
2. Before vs. after using the system
3. Three mistakes your buyer makes
4. A 15-second product walkthrough
5. One page or feature explained
6. "I made this because..." founder story
7. Customer use case
8. Myth vs. reality in your niche
9. What is included in 20 seconds
10. One surprising tip from the product
11. A checklist teaser
12. A common frustration skit
13. Screen recording of an interactive feature
14. How to use the product in real life
15. "Who this is for / not for"
16. One-hour challenge using your resource
17. Three ways to get a better result
18. A behind-the-scenes creation clip
19. Explain why generic advice fails
20. Answer a real customer question
21. Compare manual method vs. your system
22. Show your product on phone/tablet/laptop
23. Demonstrate printing or filling it out
24. A niche-specific scenario
25. "Save this for later" educational tip
26. Turn one FAQ into a short video
27. Show a bonus people overlook
28. Bundle comparison
29. Creator spotlight or collaboration
30. Direct CTA after delivering useful value

Product Description Formula

Make the buyer understand the product before you try to impress them.

HOOK - Name the frustration or desired outcome in one or two sentences.

WHO IT IS FOR - Identify the person, profession, stage, or situation.

WHAT IT DOES - Explain the practical job the product helps them complete.

WHAT IS INCLUDED - List the components, pages, templates, fields, bonuses, and file types.

WHY IT IS DIFFERENT - Explain the depth, structure, interactivity, niche focus, or quality advantage.

HOW TO USE IT - Give the buyer a simple first-use path.

CALL TO ACTION - Tell them what to do next without hype.

Fill-in template

If you're a _____ who struggles with _____, this _____ was designed to help you _____.

Inside, you'll get: _____, _____, and _____.

Unlike _____, this product focuses on _____. Use it to _____ so you can _____.

Start with _____ and take the next step today.

Quality Before Quantity

A smaller excellent catalog beats a large forgettable one.

CREATOR QUALITY CHECKLIST

- ☐ No clipped or cut-off text
- ☐ Consistent typography and spacing
- ☐ No broken links
- ☐ No placeholder copy
- ☐ No obvious spelling/grammar errors
- ☐ Mobile-readable preview images
- ☐ Clear file names
- ☐ Instructions included where needed
- ☐ Interactive elements tested
- ☐ Original or properly licensed content/assets
- ☐ No unsupported factual claims
- ☐ Product accurately matches its sales page

10 AI PROMPTS TO SPEED UP THE WORK

Use AI as an assistant - not a substitute for your judgment.

1. Act as my target customer. What is confusing or unconvincing about this product idea?
2. Give me 20 specific problems faced by [audience] that could be solved with a digital resource.
3. Review this product outline for missing steps, weak sections, and unnecessary filler.
4. Create 10 benefit-led product titles for this resource. Avoid hype and generic AI wording.
5. Help me turn this expertise into a practical checklist, worksheet, or operating system.
6. Write 10 short-form video hooks based on the customer problem, not the product features.
7. Identify claims in this draft that should be fact-checked before publication.
8. Create a customer FAQ based on likely objections before purchase.
9. Give me three bundle ideas using these products and explain the buyer logic for each.
10. Act as a quality-control editor. Find anything that could reduce buyer trust in this product.

Your 7-Day Creator Sprint

One finished, useful product is more valuable than ten unfinished ideas.

DAY 1	Choose one audience + one problem.
DAY 2	Outline the minimum useful product.
DAY 3	Create the core content.
DAY 4	Design and format professionally.
DAY 5	Test, proofread, and improve.
DAY 6	Create the product page + three launch videos.
DAY 7	Publish, share, collect feedback, and measure.

Your next move

If you create premium digital resources and want a curated marketplace where independent creators can retain ownership, keep the majority of each sale, and be treated like partners rather than inventory, explore selling with AurumVault.

Visit www.aurumvault.store and apply to become a creator.

AURUMVAULT

Create with purpose. Sell with confidence.