

The 48-Hour Beginner Launch Blueprint

Bonus Templates & Workbook

5 Sales Page Templates · 10 Naming Formulas · 20 Bullet Frameworks
Platform Comparison · Pricing Worksheet · 3-Email Launch Sequence

SmartProfitPro.com | support@smartprofitpro.com

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support@smartprofitpro.com

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How to Use This Workbook

Work through each section as you build your product.

The templates and frameworks are designed to be completed — not read passively. Use them as active tools alongside the main blueprint.

Fill in every bracketed section with your specific product details. Keep responses clear, specific, and factual. Avoid hype language.

Execution creates clarity. Completion creates momentum.

SECTION 1

5 Fill-in-the-Blank Sales Page Templates

Each template below is a structured framework for writing a complete sales page.

Fill in every bracketed field with your specific product details. Do not skip sections — every element has a defined conversion purpose.

Use the field labels as prompts. The hint text explains what to write, not how to write it.

Keep every response short, specific, and free of exaggerated language.

Template 1 — Beginner Product Launch

Headline

[Insert Audience] finally has a [Insert Timeframe] system for [Insert Clear Outcome] — without [Insert Primary Pain Point].

Subheadline

[Insert Product Name] is a [Insert Page Count]-page [Insert Format: guide / blueprint / system] that walks [Insert Audience] through [Insert Core Process] step by step.

Problem Section

Name the specific situation your buyer is in right now.
Describe what they have already tried.

Identify the exact point where progress stalls.
Use their vocabulary, not yours.

(Write 3–4 short sentences.)

Solution Section

State clearly what the product is and what it does.

Use one sentence per component.
Avoid adjectives that do not add information.
State the outcome at the system level.

Offer Stack

Component 1: [Name] — [One-sentence function]
Component 2: [Name] — [One-sentence function]
Component 3: [Name] — [One-sentence function]

Objection Handling

Objection: [Insert most common reason buyer hesitates]

Response:

[Insert one specific, factual rebuttal — maximum 2 sentences. No emotional language.]

Guarantee Section

If you [Insert Condition — what the buyer must do], and [Insert Expected Result] does not happen, contact [Insert Email] within [Insert Number] days for a full refund.

Call to Action

Get instant access to [Insert Product Name] for \$[Insert Price].

[Insert Button Label — e.g., Download Now / Start the Blueprint / Get Instant Access]

Template 2 — Skill-Based Digital Product

Headline

The [Insert Skill] system [Insert Audience] use to [Insert Specific Outcome] in [Insert Timeframe].

Subheadline

[Insert Product Name] is a [Insert Format: guide / blueprint / workbook / system] that turns [Insert Starting Skill Level] into [Insert End-State Ability] using a [Insert Number]-step process.

Problem Section

Describe clearly the gap between where the buyer is and where they want to be.

Name:

- The skill they want to develop
- The specific obstacle blocking progress
- What typically causes them to stall

Avoid abstract language. Be concrete and practical.

(Write 3–4 short sentences.)

Solution Section

Explain the skill transfer this product provides.

- State the process in one sentence.
- State the outcome in one sentence.
- State what the buyer will be able to do independently after finishing.

Keep it factual and direct.

Offer Stack

Skill Guide: [Insert Name] — [One-sentence function]

Companion Tool: [Insert Name] — [One-sentence function]

Reference Resource: [Insert Name] — [One-sentence function]

Objection Handling

Objection:

[Insert skill-related hesitation — for example: “I don’t have enough experience.”]

Response:

[State clearly what level of experience is actually required. Be specific. Remove assumptions. Avoid motivational language.]

Guarantee Section

Complete [Insert Specific Action or Section of Product], and if [Insert Measurable Result] is not achievable, email [Insert Email] within [Insert Number] days for a full refund.

Be precise about the required action and the measurable outcome.

Call to Action

Get [Insert Product Name] for \$[Insert Price].

[Insert What Happens After Clicking — for example: “Instant PDF download. No waiting.”]

Template 3 — System / Blueprint Product

Headline

The [Insert Timeframe] [Insert Audience] blueprint for [Insert Specific Outcome] — from [Insert Starting Point] to [Insert End Point].

Subheadline

[Insert Product Name] is a [Insert Page Count]-page system that gives [Insert Audience] a [Insert Number]-phase process for [Insert Core Deliverable].

Problem Section

Name the problem with attempting this without a defined system.

Describe:

- What ad-hoc attempts look like
- Where confusion begins
- The specific failure point

Keep it factual — not emotional.

(Maximum 4 sentences.)

Solution Section

Introduce the system clearly.

- Name each phase or stage (one sentence per phase).
- State what the buyer has completed at the end of each phase.
- State the final outcome in concrete, observable terms.

Avoid vague language. Focus on deliverables.

Offer Stack

Phase 1 Resource: [Insert Name] — [What it produces]

Phase 2 Resource: [Insert Name] — [What it produces]

Implementation Tools: [Insert Name] — [What they enable]

Objection Handling

Objection:

[Insert concern about system complexity or time commitment]

Response:

[State actual time requirement and difficulty level. Use real numbers where possible.]

Guarantee Section

Work through [Insert Phases or Sections].

If you do not have [Insert Specific Deliverable] by the end, email [Insert Email] within [Insert Number] days for a full refund.

Call to Action

Get the [Insert Product Name] system for \$[Insert Price].

[Insert Button Label] — [Insert Access Method: Instant download / Immediate access]

Template 4 — Toolkit / Resource Product

Headline

[Insert Number] [Insert Tool Types] for [Insert Audience] who need to [Insert Action Outcome] without [Insert Common Obstacle].

Subheadline

[Insert Product Name] is a [Insert Format] containing [Insert Number] ready-to-use [Insert Tool Type] for [Insert Specific Use Case].

Problem Section

Describe what the buyer currently does instead of using pre-built tools.

Name:

- The time cost
- The effort cost
- What building from scratch prevents them from doing

Keep it practical.

(3 sentences.)

Solution Section

State what the toolkit contains.

Explain:

- What each tool does
- When the buyer uses it
- How much time or effort it removes from the process

Be specific about usage.

Offer Stack

Tool 1: [Insert Name] — Used when: [Specific moment in process]

Tool 2: [Insert Name] — Used when: [Specific moment]

Tool 3–[N]: Continue pattern clearly and consistently.

Objection Handling

Objection:

[Insert concern about format, compatibility, or usability]

Response:

[State file format, required software (if any), and setup time. Keep it factual.]

Guarantee Section

Use [Insert Specific Tool] on your next [Insert Task].

If it does not reduce your [Insert Time or Effort Metric], email [Insert Email] within [Insert Number] days.

Call to Action

Get the complete [Insert Product Name] toolkit for \$[Insert Price].

[Insert Button Label]

[Insert File Format Note — e.g., "All files delivered as PDF and editable DOCX."]

Template 5 — Low-Ticket Entry Offer

Headline

[Insert Audience]: get [Insert Specific Quick Result] in [Insert Short Timeframe] for \$[Insert Low Price].

Subheadline

[Insert Product Name] is a [Insert Page Count]-page [Insert Format] with one job: [Insert Single, Specific Outcome].

(No additional promises.)

Problem Section

State the single problem this product solves.

- Name the buyer
- Name the obstacle
- Keep it to one focused issue

(Maximum 2 sentences.)

Do not expand into related problems.

Solution Section

State the single solution in two sentences.

- Name the mechanism
- State the outcome

Do not mention features, bonuses, or additional components not included in this specific offer.

Offer Stack

This is a single product.

List what it contains in two bullet points maximum.

If there is one companion resource, list it clearly.

Keep the stack simple — this is an entry offer.

Objection Handling

Objection:

[Insert hesitation specific to low-cost offers — for example: "Is this worth it?"]

Response:

[State one specific, observable result the buyer receives. Maximum two sentences.]

Guarantee Section

If [Insert Specific Outcome] is not achievable after completing this guide, email [Insert Email] within [Insert Number] days for a full refund.

Call to Action

Get [Insert Product Name] for \$[Insert Price].

[Insert Button Label]

[Insert Delivery Note — e.g., “PDF delivered instantly to your inbox.”]

SECTION 2

10 Product Name Formulas — Psychology-Based

10 Product Name Formulas

Each formula below is a reusable structure for naming any digital product.

The psychology note explains why the formula converts.

Apply each formula to your product title. Then test clarity using the Stranger Test from Section 1 of the main blueprint.

Keep names specific, concrete, and audience-defined.

Formula 1 — The Timeframe + Audience + Outcome System

Structure

The [Timeframe] [Audience] [Outcome] System

Why It Works

Timeframe creates urgency.

Audience creates identity.

System implies structured repeatability — not random advice.

Fill-In

The ___ [Timeframe] ___ [Audience] ___ [Outcome] System

Formula 2 — The From-To Blueprint

Structure

From [Starting State] to [End State]: The [Audience] Blueprint

Why It Works

From-to framing names the transformation explicitly. Buyers identify where they are (start) and confirm where they want to go (end). Blueprint signals a replicable process.

Fill-In

From ___ [Current Situation] to ___ [Desired Outcome]: The ___ [Audience] Blueprint

Formula 3 — The Specific Timeframe Action Guide

Structure

The [Timeframe] [Specific Action] Guide for [Audience]

Why It Works

Specificity in timeframe and action removes ambiguity. Buyers assess whether the timeframe feels realistic. Guide signals practical, accessible instruction.

Fill-In

The ___ [Timeframe] ___ [Specific Action] Guide for ___ [Audience]

Formula 4 — The Method

Structure

The [Adjective] [Topic] Method: How to [Specific Outcome] Without [Common Obstacle]

Why It Works

Method implies a tested approach — not generic advice. The without clause directly addresses the objection that would otherwise stop the buyer.

Fill-In

The ___ [Adjective] ___ [Topic] Method: How to ___ [Outcome] Without ___ [Obstacle]

Formula 5 — The Number Steps Framework

Structure

[Number] Steps to [Specific Outcome] for [Audience] — [Optional: Timeframe or Context]

Why It Works

Numbered frameworks reduce perceived complexity. Buyers think: if it is N steps, I can follow N steps. The number anchors the scope of the product before reading further.

Fill-In

___ [Number] Steps to ___ [Outcome] for ___ [Audience] — ___ [Optional Qualifier]

Formula 6 — The Protocol

Structure

The [Result] Protocol: A [Number]-Phase System for [Audience]

Why It Works

Protocol implies a validated process — clinical in tone, which builds trust without hype. Phase-based framing suggests structure and completeness.

Fill-In

The ___ [Result] Protocol: A ___ [Number]-Phase System for ___ [Audience]

Formula 7 — The Audience-Specific Playbook

Structure

The [Audience]'s Playbook for [Specific Outcome]: [Subtitle]

Why It Works

Audience-first naming helps the right buyer self-identify immediately. Playbook signals tactical, practical instruction — not theory. The subtitle handles specificity.

Fill-In

The ___ [Audience]'s Playbook for ___ [Outcome]: ___ [Subtitle]

Formula 8 — The Problem Solver

Structure

[Primary Problem]: The [Solution Type] for [Audience] Who [Specific Situation]

Why It Works

Leading with the problem names the pain first, which captures attention before the audience label. Effective for situational products where the problem drives the search.

Fill-In

___ [Problem]: The ___ [Solution Type] for ___ [Audience] Who ___ [Situation]

Formula 9 — The Without-Clause System

Structure

How to [Specific Outcome] Without [Common Obstacle] — A [Audience] System

Why It Works

The without clause directly handles the most common objection inside the name itself. Buyers who failed due to that obstacle self-select immediately.

Fill-In

How to ___ [Outcome] Without ___ [Obstacle] — A ___ [Audience] System

Formula 10 — The Fast-Start Entry Product

Structure

Your First [Deliverable] in [Timeframe]: The [Audience] [Short Action] Guide

Why It Works

First signals beginner accessibility. Your creates direct address. The timeframe sets expectations. The action guide format confirms simplicity.

Fill-In

Your First ___ [Deliverable] in ___ [Timeframe]: The ___ [Audience] ___ [Action] Guide

SECTION 3

20 Sales Bullet Templates

20 Sales Bullet Templates

Each bullet below is a plug-and-play framework.

Fill in the blanks with your product's specific details.

Every bullet serves a defined conversion function. Do not randomly substitute bullet types. Use the bullet type that matches what you need to communicate at that point in your sales page.

1 — Curiosity

Conversion Function: Pattern interrupt and curiosity trigger

Discover how ____ [process / mechanism] produces ____ [outcome] — even when ____ [common assumption] suggests it shouldn't.

2 — Mechanism

Conversion Function: Establish uniqueness

The ____ [named method / tool] that ____ [specific function] — so you never have to ____ [common struggle] again.

3 — Objection Handling

Conversion Function: Remove hesitation

How to ____ [desired outcome] even if ____ [primary objection or limiting belief].

4 — Specificity

Conversion Function: Increase credibility

The exact _____ [number / step / template] to use when _____ [specific situation] — and the _____ [specific mistake] to avoid.

5 — Process

Conversion Function: Show structured progression

A _____ [timeframe] process for _____ [task] that produces _____ [specific output] before _____ [next stage].

6 — Comparison

Conversion Function: Differentiate from common approach

Why _____ [common approach] produces _____ [poor result] — and what _____ [target audience] use instead.

7 — Inversion

Conversion Function: Reframe conventional thinking

What most _____ [audience] do when _____ [situation] — and the _____ [alternative] that produces _____ [better result].

8 — Before / After

Conversion Function: Visual transformation

Before: _____ [current painful state].
After: _____ [specific improved state].
The difference: _____ [mechanism / system name].

9 — Speed

Conversion Function: Reduce perceived effort

How to _____ [task] in _____ [short timeframe] — without _____ [effort or resource the buyer lacks].

10 — Trust Signal

Conversion Function: Increase credibility through structure

The _____ [specific component] included on page _____ [number] that makes _____ [task] repeatable — not dependent on _____ [external factor].

11 — Counter-Intuitive

Conversion Function: Break assumptions

Why _____ [counterintuitive action] works better than _____ [common belief] for _____ [audience] trying to _____ [outcome].

12 — Gap Closer

Conversion Function: Bridge understanding to execution

The _____ [tool / template / checklist] that closes the gap between _____ [understanding the instruction] and _____ [actually implementing it].

13 — Relief

Conversion Function: Reduce fear

How to handle _____ [feared scenario] when it happens — without _____ [negative consequence the buyer dreads].

14 — Specificity + Timeframe

Conversion Function: Anchor urgency with clarity

The _____ [specific step] that takes _____ [short time] and determines whether _____ [outcome] happens in _____ [timeframe] or not at all.

15 — Social Norm Flip

Conversion Function: Correct common mistake

What _____ [audience] get wrong about _____ [topic] — and the _____ [simple correction] that changes _____ [result].

16 — Simplification

Conversion Function: Reduce overwhelm

_____ [complex process] broken into _____ [number] steps — each producing a _____ [visible output] before moving to the next.

17 — Consequence Avoidance

Conversion Function: Prevent loss

The _____ [mistake] that causes _____ [negative outcome] — and the _____ [specific prevention] on page _____ [number].

18 — Compound Benefit

Conversion Function: Show progression logic

How _____ [action in step N] sets up _____ [result in step N+2] — so that _____ [late-stage outcome] requires no extra effort.

19 — Precision

Conversion Function: Increase believability

The _____ [specific number]-word _____ [script / template / prompt] that handles _____ [situation] in under _____ [timeframe].

20 — Ownership

Conversion Function: Emphasize tangible deliverable

Your _____ [deliverable] — ready to _____ [use / submit / send / publish] by the end of _____ [specific stage or day].

SECTION 4

Platform Comparison Chart

WarriorPlus vs Gumroad

Use this chart to confirm or revisit your platform choice.

Both platforms work for a first digital product. The right choice depends on:

- How you plan to generate traffic
- Whether you intend to use affiliates

Ratings below are factual assessments — not endorsements.

Platform features and policies are subject to change. Always verify current details on official platform documentation before setup.

Marketplace Traffic

WarriorPlus

Built-in marketplace with active buyers. Products can be discovered by browsing without external traffic.

Gumroad

No internal marketplace. All traffic must come from external sources — social media, email, or advertising.

Affiliate System

WarriorPlus

Full affiliate network with commission tracking, affiliate approval controls, and automated payouts.

Gumroad

No native affiliate system. Affiliates must be managed manually using external tools or custom links.

Ease of Setup

WarriorPlus

Multi-step setup. Vendor approval required. Payment processor must be connected. Delivery page must be created separately.

Gumroad

Simple linear setup. Create account → upload files → write product page → publish. No approval process.

Best For

WarriorPlus

Sellers who plan to use affiliates, want marketplace visibility, or are selling to a digital product buyer audience.

Gumroad

Sellers driving their own traffic to a general audience, or those who want to launch quickly with minimal configuration.

Commission Flexibility

WarriorPlus

Set affiliate commissions per product and per funnel step. Supports 0%–100% commission structures.

Gumroad

No native commission system. Not designed for affiliate-driven launches.

Pricing Control

WarriorPlus

Fixed pricing per product. Discounts and upsells managed through funnel configuration.

Gumroad

Fixed or minimum pricing. Offer codes available. Pay-what-you-want option supported.

Beginner Friendliness

WarriorPlus

Moderate. Requires understanding of funnel structure, delivery page setup, and vendor approval process.

Gumroad

High. Setup is linear. File delivery handled automatically.

File Hosting

WarriorPlus

Does not host files directly. Requires external delivery page with hosted download links.

Gumroad

Hosts files directly. Uploads stored on Gumroad servers and delivered automatically after purchase.

Transaction Fees

WarriorPlus

Flat fee per transaction plus payment processor fees. Rate varies — check account settings for current pricing.

Gumroad

Percentage-based fee per sale plus payment processor fees. Rate varies — check official pricing page.

Refund Management

WarriorPlus

Manual or automatic refund options. Refund requests visible in seller dashboard.

Gumroad

Refunds processed directly through Gumroad. Seller can issue refunds from purchase dashboard.

Decision Guide

If you:

- Have no traffic source
- Plan to rely on the platform for buyers
- Want affiliates promoting your product

→ Use **WarriorPlus** and plan an affiliate strategy.

If you:

- Have an email list, social following, or ad budget
- Want full control of traffic
- Prefer simpler setup

→ Use **Gumroad** and drive traffic directly.

SECTION 5

Pricing Strategy Worksheet

Complete each step in order. **Do not skip to Step 5.**

This worksheet is designed to build from a factual foundation before arriving at a price decision.

Fill in every field before assigning a final price.

Step 1: Define Offer Depth

Product format (circle one):

Guide / Toolkit / Blueprint / System / Template Pack / Other: _____

Number of components in the bundle (circle one):

1 / 2 / 3

Total page count (core product only): _____

Total page count (full bundle): _____

Does the product solve one specific problem or multiple? (circle one):

One specific / Multiple

Is the instruction complete — nothing major left for the buyer to figure out? (circle one):

Yes / No

Step 2: Identify Comparable Market Pricing

Platform you checked (circle one):

WarriorPlus / Gumroad / Other: _____

Comparable product #1 — name and price:

Name: _____ Price: \$_____

Comparable product #2 — name and price:

Name: _____ Price: \$_____

Comparable product #3 — name and price:

Name: _____ Price: \$_____

Average price of comparable products: \$_____

Your product's depth vs comparables (circle one):

More complete / Similar / Less complete

Step 3: Determine Entry Position

Is this product a front-end in a funnel or a standalone offer? (circle one):

Front-end (funnel) / Standalone

Reference ranges:

- Front-end funnel range: **\$7–\$27**
- Standalone range: **\$27–\$47**

Based on above, your price range is: \$_____ to \$_____

Does your audience buy digital products regularly? (circle one):

Yes (price toward mid-upper range) / Not sure (price toward lower range)

Preliminary price: \$_____

Step 4: Psychological Pricing Adjustment

Does your preliminary price end in 7? (Examples: \$17 / \$27 / \$37 / \$47)

Yes / No

If **No**, round to nearest (circle one):
\$17 / \$27 / \$37 / \$47

Does the sales page state the total value of the bundle before the price?
Yes / No (fix before launch if No)

Is the price consistent across all platforms where you plan to list?
Yes / No

Adjusted price after psychological review: \$_____

Step 5: Bundle Value Check

Estimate value based on what it would cost to hire someone to create or teach this.

Estimated value of core product alone: \$_____

Estimated value of quick-win bonus: \$_____

Estimated value of resource pack: \$_____

Total described bundle value: \$_____

Does the total described value significantly exceed your price? (circle one):
Yes (proceed) / No (add a component or adjust price)

Final Price Decision

My product type:

(Write exactly what you are selling — example: "3-stack bundle: guide + quick-win bonus + toolkit")

My target buyer:

(One sentence: situation, not demographic)

Comparable prices found:

(Write 2–3 prices from Step 2)

1. \$_____ 2) \$_____ 3) \$_____

My chosen price: \$_____

Reason for this price:

(One sentence — based on worksheet logic, not a gut feeling)

SECTION 6

3-Email Launch Sequence Templates

3-Email Launch Sequence Templates

These three email frameworks are designed for a sequential launch communication:

1. Announcement
2. Value + Objection Handling
3. Final Call

Each framework is a structured prompt — not pre-written copy.

Fill in every field with your product-specific content.

Keep each finished email short.

Buyers scan email on mobile.

Use:

- Short paragraphs
 - One idea per paragraph
 - One clear CTA per email
-

Email 1 — Announcement

Subject Line Template

[Audience identifier or situation] + [Specific product name or outcome] + [Optional: timeframe or price signal]

Example structure:

[Who this is for]: [What it gives them] — [Available now / From today / Doors open]

Write yours:

Opening Hook

One sentence naming the exact situation the reader is in right now.

No greeting.

No preamble.

Start with the situation, not with yourself.

Write yours:

Core Message

Paragraph 1

State what the product is (one sentence).

State who it is for (one sentence).

Paragraph 2

State the three components of the bundle.

One sentence per component.

Paragraph 3

State the price.

State what happens when they click.

Write yours:

Offer Reminder

Name the product, the price, and the primary outcome again.

One to two sentences.

No new information — reinforcement only.

Write yours:

CTA

One line only.

Structure:

[Action verb] + [Product name] + [Price] + [What happens next]

Example:

Get [Product Name] for \$[Price] — Instant download.

Write yours:

Email 2 — Value + Objection Handling

Subject Line Template

[Specific value point or objection] + [Product name or outcome]

Example:

What's inside / Common concern: here's what you actually get

Write yours:

Opening Hook

Name the most common reason the reader has not purchased yet.

State it directly.

No judgment.

One sentence.

Write yours:

Core Message

Paragraph 1

Go deeper on one specific component.

Name what it is.

Name what it contains.

State what the buyer can do after using it.

Paragraph 2

State one objection clearly.

Respond with a factual answer.

No emotional language.

Paragraph 3

Name the refund policy.

One sentence.

Write yours:

Offer Reminder

State the product name, price, and the component you just described.

Two sentences.

Reinforce that the full bundle is available at the stated price.

Write yours:

CTA

Same structure as Email 1.

Consistency reduces friction.

One line only.

Write yours:

Email 3 — Close / Final Call

Subject Line Template

[Time / deadline signal] + [Product name or outcome]

Example:

Last call: [Product Name]

24 hours left to get [Outcome]

Write yours:

Opening Hook

State the deadline or closing context.

If no hard deadline exists, state a value-based reason to act now
(price increase, bonus removal, decision window).

One sentence.

Write yours:

Core Message

Paragraph 1

Summarize what the buyer gets.

Name all three components.

Paragraph 2

State the single most important outcome the product produces.

One sentence.

Paragraph 3

Name the guarantee.

One sentence.

Make the decision feel low-risk.

Write yours:

Offer Reminder

State product name, price, and deadline or reason to act.

Maximum two sentences.

Write yours:

CTA

Direct action statement.

Structure:

[Verb] + [Product name] + [Price] + [Deadline or access note]

One line.

No softening language.

Write yours:

Sequence Timing

Email 1 — Send Date:

Day 1 of launch (product goes live)

Email 2 — Send Date:

Day 3–4 (after initial interest window)

Email 3 — Send Date:

Final day or final hours of launch window

Fill-In Before Sending

Your product name:

Your price:

\$_____

Your guarantee terms:

_____ days — Condition: _____

Your primary audience:

Your CTA button label:

Your support email:

Completion Reminder

Complete this workbook fully before launching your product.

Do not skip sections.

Do not partially fill templates.

Do not assign pricing without finishing the worksheet.

When every section is completed:

- Your product name is finalized
- Your pricing is justified

- Your sales page is structured
- Your platform decision is clear
- Your launch emails are written

This workbook is designed to remove guesswork.
Finish it once — then launch.

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