

BONUS 3

FILL-IN-THE-BLANK TEMPLATES

The 7-Day First Product Launch Blueprint

Beginner to First Product Blueprint

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HOW TO USE THIS WORKBOOK

This is not a reading exercise.
This is your product blueprint.

These templates are designed to be completed before you write a single word of your actual product.

They organize your thinking, clarify your positioning, and give you a concrete roadmap to follow.

INSTRUCTIONS

Fill it in before writing.
Complete at least one full template before starting your product.
This prevents scattered thinking and false starts.

Don't skip sections.
Every blank exists for a reason.
Skipping means guessing later.

Completion beats perfection.
Your first pass doesn't need to be perfect.
Get it done, then refine.

This becomes your blueprint.
Once filled out, this workbook is your product plan.
Reference it while you create.

WHAT'S INSIDE

Section 1: Three product outline templates for different formats

Section 2: Psychology-based product naming formulas

Section 3: Pricing calculator to find your optimal price point

Section 4: 50 proven sales bullet formulas

Section 5: Bundle positioning templates

Pick the templates relevant to your product type.

You don't need to use everything — just what serves your current project.

SECTION 1: 3 PRODUCT OUTLINE TEMPLATES

Choose the template that best fits your product type.

Fill in every field. These templates serve as your product blueprint.

TEMPLATE 1: Step-by-Step Guide Format

Best for: How-to guides, tutorials, process-based training

Product Foundation

Product Title:

Target Audience (be specific):

Core Promise (what they'll achieve):

Starting Point (where they are now):

End Result (where they'll be):

Step-by-Step Breakdown

Map out 5–10 main steps. Each step becomes a chapter or section.

Step 1

Title:

What they'll do:

Step 2

Title:

What they'll do:

Step 3

Title:

What they'll do:

Step 4

Title:

What they'll do:

Step 5

Title:

What they'll do:

Continue for Steps 6–10 as needed.

Section Content Breakdown

For each step, define the internal structure:

Introduction (what they'll learn):

Core instruction (how to do it):

Example or case study:

Action item or exercise:

Final Review Checklist

Does each step flow logically into the next?

Is every step actionable?

Does the end result match your core promise?

Is the language beginner-friendly?

TEMPLATE 2: Problem-Solution Framework

Best for: Niche problem-solving products, targeted transformations

Product Foundation

Product Title:

Target Audience:

Core Promise:

Problem Definition

Main problem your audience faces:

Why existing solutions don't work:

Pain points (list 3–5):

1.

2.

3.

4. _____
5. _____

Solution Framework

Your unique approach:

Key differentiator (what makes this different):

Chapter Structure

Organize your solution into 4–7 main chapters.

Chapter 1

Title:

Solves:

Chapter 2

Title:

Solves:

Chapter 3

Title:

Solves:

Chapter 4

Title:

Solves:

Continue for Chapters 5–7 as needed.

Outcome Verification

After completing your product, buyers will:

1.

2.

3.

Final Review Checklist

Does each chapter address a specific pain point?

Is your solution clearly differentiated?

Does the outcome match your core promise?

Is the transformation clear and specific?

TEMPLATE 3: Skill Builder / Starter Blueprint Format

Best for: Foundation-building products, beginner skill development

Product Foundation

Product Title:

Target Audience:

Skill They'll Build:

Timeline (how long to complete):

Foundation Modules

Break the skill into 3–5 progressive modules.

Module 1

Title:

Core concept:

Practice exercise:

Module 2

Title:

Core concept:

Practice exercise:

Module 3

Title:

Core concept:

Practice exercise:

Module 4

Title:

Core concept:

Practice exercise:

Skill Progression Path

Beginner milestone (what they can do after Module 1):

Intermediate milestone (after Module 2–3):

Proficiency milestone (after completion):

Resource Integration

Templates included:

Worksheets included:

Checklists included:

Final Review Checklist

Does each module build on the previous one?

Are practice exercises included throughout?

Is progression clear and achievable?

Can a beginner complete this independently?

SECTION 2: PRODUCT NAMING WORKSHEET

Strong product names are specific, outcome-focused, and emotionally resonant.
Use these formulas to generate options, then validate your choice.

Naming Formulas

Formula 1: Timeframe + Audience + Outcome

Example: The 30-Day Content Calendar for Busy Coaches

Timeframe:

Audience:

Outcome:

Full Name:

Formula 2: Audience + Result + Mechanism

Example: The Freelancer's Client Magnet System

Audience:

Result:

Mechanism:

Full Name:

Formula 3: Problem → Solution Format

Example: From Scattered Ideas to Published eBook

Problem state:

Solution state:

Full Name:

Naming Exercises

Generate 10 name variations using the formulas above:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Specificity Checklist

Review your top 3 names against these criteria:

Does it clearly identify who it's for?

Does it promise a measurable outcome?

Is it differentiated from generic alternatives?

Can someone understand it in under 5 seconds?

Emotional Trigger Checklist

Strong names trigger one or more of these:

Relief (solves a pain point)

Speed (fast results)

Clarity (removes confusion)

Achievement (aspirational outcome)

Simplicity (easy implementation)

Which trigger does your top name activate?

Generic vs Specific Rewrite

Take generic versions and make them specific:

Generic: Email Marketing Guide

Specific:

Generic: Social Media Strategy

Specific:

Generic: Productivity System

Specific:

Final Name Validation

Your final product name must pass all four tests:

1. Does it communicate the main benefit?

Answer:

2. Is it memorable?

Answer:

3. Is it immediately clear what type of product this is?

Answer:

4. Does it differentiate you from competitors?

Answer:

Your Final Product Name

SECTION 3: PRICING CALCULATOR TOOL

Price your product based on market positioning, depth, and perceived value.
This framework helps you find the optimal price point.

Price Positioning Overview

Entry-Level (\$7-\$27):

Quick wins, checklists, templates, mini-guides

Mid-Range (\$37–\$97):

Complete systems, step-by-step guides, multi-part blueprints

Premium (\$127–\$297+):

Comprehensive programs, advanced strategies, toolkits with bonuses

Product Positioning Worksheet

Target audience experience level

- ☐ Complete beginner
 - ☐ Some experience
 - ☐ Intermediate to advanced
-

Product length

- ☐ Under 20 pages
 - ☐ 20–50 pages
 - ☐ 50+ pages
-

Depth level

- ☐ Surface-level overview
 - ☐ Moderate detail with examples
 - ☐ Deep implementation with case studies
-

Bonus count

- ☐ No bonuses
 - ☐ 1–2 bonuses
 - ☐ 3+ bonuses
-

Platform type

- ☐ PDF only
 - ☐ PDF + templates
 - ☐ Multi-format bundle (PDF, worksheets, templates, checklists)
-

Price Range Guidance

Based on your answers above, determine your suggested range:

If mostly first column answers: \$7–\$27 (Entry-Level)

If mostly second column answers: \$37–\$97 (Mid-Range)

If mostly third column answers: \$127–\$297+ (Premium)

Your suggested price range:

Psychological Pricing Checklist

Select the pricing psychology that applies:

- ☐ Charm pricing (ends in 7 or 9, e.g., \$37, \$47, \$97)
 - ☐ Prestige pricing (round numbers, e.g., \$50, \$100, \$200)
 - ☐ Value-anchoring (just below psychological barriers, e.g., \$27, \$97, \$197)
-

Value Perception Test

Answer these to validate your price:

What's the main transformation your buyer gets?

What would it cost them to figure this out on their own?

What's the time savings compared to doing it themselves?

Final Pricing Decision

Your final price:

\$_____

Reasoning:

SECTION 4: SALES BULLET GENERATOR (50 FORMULAS)

Use these proven bullet structures to communicate value.
Adapt them to your specific product and audience.

Category 1: Outcome Bullets

How to [achieve specific result] without [common obstacle]

The exact process for [outcome] in [timeframe]

A proven method to [result] even if [limiting belief]

The framework that helps you [transformation] starting today

Why [audience] who follow this system [achieve outcome]

Discover how to [goal] without [sacrifice]

The step-by-step path from [current state] to [desired state]

How to finally [accomplish goal] after [previous failed attempts]
A simple approach to [result] that works for [specific situation]
Learn to [skill] so you can [bigger benefit]

Category 2: Pain Removal Bullets

Stop [frustrating activity] and start [better alternative]
Never again [pain point] with this [solution type]
Eliminate [common problem] in [timeframe]
The mistake that keeps [audience] stuck on [problem]—and how to avoid it
Why [common approach] backfires and what to do instead
How to bypass [obstacle] and reach [goal] faster
The hidden reason [pain point] persists—and how to fix it
Remove [barrier] so you can focus on [priority]
Avoid [costly mistake] with this [prevention method]
Get past [limiting factor] without [undesired compromise]

Category 3: Speed & Simplicity Bullets

Achieve [result] in [specific timeframe] using [method]
The fastest way to [outcome] without [complexity]
A [number]-step process that delivers [result]
Simplify [complex task] into [manageable action]
Cut your [task] time in half with [approach]
How to [accomplish goal] in minutes, not hours

The streamlined method for [result] that anyone can follow
Get started on [project] today—no [prerequisite] required
A beginner-friendly guide to [skill] with immediate results
Skip the learning curve and [achieve outcome] right away

Category 4: System & Structure Bullets

The complete blueprint for [process]
A repeatable system for [recurring task]
The framework that organizes [chaos] into [order]
Follow this [type] roadmap to [destination]
A structured approach to [goal] that scales
The checklist that ensures [outcome] every time
Build your own [system] using this proven template
A plug-and-play strategy for [objective]
Turn [disorder] into [organized outcome] with this workflow
The [number]-part system behind [success metric]

Category 5: Tool & Resource Bullets

Access [resource] that helps you [benefit]
Use this [tool type] to eliminate [pain point]
Includes a ready-to-use [asset] for [application]
Get the exact [template/worksheet] used for [result]
Copy-paste [resource] to [outcome]

Pre-built [tool] saves you [time/effort]

Downloadable [format] for [specific use]

Complete with [number] fill-in-the-blank [resources]

Everything you need to [task]—templates, checklists, and guides

Bonus [resource] unlocks [additional benefit]

SECTION 5: BUNDLE POSITIONING TEMPLATE

Position your core product and bonuses as a cohesive system.
This template structures your bundle for maximum perceived value.

Bundle Headline Template

Format: [Product Name]: [Transformation] + [Bonus Count] Bonuses to
[Accelerate/Simplify/Support] Your Journey

Example: The 7-Day First Product Launch Blueprint: Build Your First Product + 3
Bonuses to Fast-Track Your Launch

Your Bundle Headline:

Core Product Description Template

Product name:

What it is:

What they'll achieve:

Key sections (3–5):

1.

2.

3.

4.

5.

Bonus 1: Quick-Win Bonus

Bonus name:

Purpose:

Immediate benefit:

Bonus 2: Implementation Support Bonus

Bonus name:

Purpose:

How it supports the core product:

Bonus 3: Resource Pack Bonus

Bonus name:

Purpose:

What's included:

Stack Summary Template

Complete this section to create a visual stack:

Core Product: _____

Bonus 1: _____

Bonus 2: _____

Bonus 3: _____

Total Value Statement:

Buyer Journey Flow Template

Map the recommended path through your bundle:

Step 1

Start with: _____

Why: _____

Step 2

Then move to: _____

Why: _____

Step 3

Next: _____

Why: _____

Step 4

Finally: _____

Why: _____

How To Use This Bundle Instructions

Write clear instructions for new buyers:

Welcome message:

Recommended starting point:

Suggested timeline:

Expected outcome:

Final Bundle Completion Checklist

Core product delivers on your main promise

Each bonus complements the core product

Bundle headline clearly communicates value

Buyer journey is logical and easy to follow

All components are complete and ready

Bundle positioning differentiates you from competitors

Implementation Over Perfection

These templates are your execution tools. Fill them out completely, then build.
Speed matters more than polish in your first iteration.