

The Underdog's Launch Pack

10 practical AI prompts to plan your first small digital product

How to use this kit

Replace the bracketed text with details from your project. Give the AI enough context, review its answer, and revise the prompt when the result misses the mark. Treat every output as a draft: verify factual claims with original sources and test assumptions with real people.

Shape and test the idea

1. Pick one useful outcome

I want to create a small digital product for [audience]. They struggle with [specific problem]. Suggest five narrow product ideas that each help them reach one clear result. Keep every idea small enough for one person to make.

2. Define the buyer and the problem

For this idea - [paste idea] - describe the likely user, the situation they are in, the job they are trying to finish, and the main frustration. Label assumptions clearly so I know what to confirm with real people.

3. Plan a simple demand check

Create a no-cost validation plan for [idea]. Give me five questions to ask potential users, three places I could find them, and a simple rule for deciding whether to continue, revise, or stop. Do not invent demand data.

4. Shrink the first version

Turn [idea] into the smallest useful first version. List the essential sections or features, what can wait, and what success should look like for the user. Keep the scope realistic for [time available].

5. Write a clear value promise

Write five plain-language value propositions for [product] aimed at [audience]. Each should say what it helps them do and avoid hype, guarantees, income claims, and vague phrases.

Build the first version

6. Build the product outline

Create a practical outline for [product]. For each section, include its purpose, the question it answers, and one example or exercise. Flag any factual claims that need a source.

7. Draft a useful sample

Draft one sample section from this outline: [paste section]. Use a friendly beginner tone. Include one concrete example and a short action step. Mark fictional examples as fictional.

8. Create landing-page copy

Draft a short landing page for [product] with a specific headline, who it is for, what is included, what result it supports, and one honest call to action. Do not add testimonials, scarcity, guarantees, or results I have not provided.

9. Review for trust and clarity

Review the draft below. Identify unsupported facts, overpromises, vague claims, repetition, missing instructions, and language that sounds generic. Suggest precise fixes without inventing evidence. Draft: [paste draft].

10. Choose the next small step

Based on this product plan - [paste plan] - give me a seven-step checklist for finishing a testable first version. Put the steps in dependency order and keep each step small enough to complete in one work session.

Prompting note

Clear instructions, relevant context, and iterative refinement generally improve AI responses.

Source: [OpenAI - Prompt engineering best practices for ChatGPT](#) (accessed September 30, 2026).

Free to use and adapt for your own project. No signup required.