



EXI ASSET MARKET

FREE SAMPLE · LAUNCH KIT · GUIDE + TEMPLATES

Digital Product Launch Kit

Validate, present, launch and measure your first digital product: a guide, 10 editable templates and a launch tracker. No fake countdowns.

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How to use this kit

You have made (or are about to make) a digital product: a template, a guide, an asset pack, a small tool. This kit is about the part most creators skip: making sure people want it, presenting it so they understand it in five seconds, launching it without spamming anyone, and reading the numbers afterwards so the second week is better than the first.

Inside:

- this guide (validate, choose where to sell, the product page, the price ladder, launch week, measuring, after the launch);
- **Launch Tracker.xlsx**: a 15-day launch plan that fills in its own dates, a daily funnel with conversion rates, a channel log and a price ladder;
- **Templates** (DOCX, also in the appendix): product page outline, short description, FAQ, launch posts, launch e-mails, a 30-second video script, review request and update note.



No hype in here

The templates avoid fake countdowns, invented scarcity and income promises. They are not only more honest; they also survive community moderators, marketplace reviews and buyers' scepticism better.

Validate before you build

The cheapest launch is the one you test before spending weeks on the product.

Three signals of demand

- 1. People already pay for something similar.** Search the marketplace you plan to use. Ten products with reviews in your category means demand; zero might mean no demand, not a gap.
- 2. Buyers complain about what exists.** Read the 2- and 3-star reviews of the top products. Repeated complaints are your product specification.
- 3. Strangers say yes before it exists.** A short description, a mock-up and a waitlist or presale link. If ten people you do not know sign up, build it; if nobody does, change the idea or the audience.



The one-sentence test

"[Product] helps [specific person] [do specific thing] without [specific pain]." If you cannot fill this in, the product page will not convince anyone either.

The product page that sells

Buyers decide in seconds whether to keep reading. Order the page by the questions they ask, in this order:

- 1. What is it and what does it do for me?** A headline with the outcome, one sentence below it.
- 2. Is it for someone like me?** Who it is for, and who it is not for.
- 3. What exactly do I get?** A list of files, formats, sizes, versions.
- 4. Can I see it?** Real previews: screenshots or videos of the actual product, not mock-ups that look better than it.
- 5. Will it work for me?** Requirements and compatibility you have actually tested.
- 6. Is it worth the price?** The price, what it saves them (time, mistakes), and a free sample if you can.
- 7. What if it does not work?** Your refund or support policy and how to reach you.
- 8. Remaining doubts.** A short FAQ.

The product page outline in the templates follows this order.



Previews are promises

Show exactly what buyers get. A preview that looks better than the product brings refunds and bad reviews, which cost more than the sales it brought.

One of the templates

01 Product page outline

[Outcome headline: what the buyer can do after buying] [One sentence: what the product is and who it is for.]

Who it is for: [specific person]. **Not for:** [who should not buy it].

What you get

- [File or item 1, format, size]
- [File or item 2, format, size]
- [Instructions / README, license]

See it [real previews: screenshots, a short video, the free sample]

Works with [software and versions you actually tested]

Price [price] · [one-time / monthly] · [what it saves: hours, mistakes]

Support and refunds [how to reach you, your refund policy]

FAQ [the questions buyers ask most; see the FAQ template]