
Unfiltered Growth Lab
Digital Products | Online Learning | Funnels | Consulting
A PRACTICAL STEP-BY-STEP GUIDE
The Digital Product Launch Blueprint
Turn Your Knowledge Into a Digital Product and Build Your Online Sales System
KNOWLEDGE
What you know
PRODUCT
Turn it into a digital offer
FUNNEL
Build your sales system
MARKETING
Get the right audience
SALES
Turn leads into revenue
From Knowledge to Real Income
CREATE
LAUNCH
SELL
GROW
IDEA
STRATEGY
PRODUCT
LANDING PAGE
SALES PAGE
MARKETING
FIRST CUSTOMERS
SCALING
Step-by-Step Frameworks
Templates & Checklists
AI
Practical AI Prompts
Launch Action Plan
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Start Building Your Digital Product Business Today
The Digital Product Launch Blueprint
Unfiltered Growth Lab

KNOWLEDGE TO DIGITAL PRODUCT

The Practical Digital Product Launch Blueprint

By Unfiltered Growth Lab

CORE TRANSFORMATION

Knowledge -> Niche -> Offer -> Product -> Funnel -> Marketing -> Sales -> Growth

Important note

This ebook is an educational roadmap, not a guarantee of income or business results. Your outcomes depend on your market, offer, execution, customer demand, pricing, marketing and many other factors. Use the frameworks as decision-making tools and test your assumptions in the real world.

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HOW TO USE THIS BOOK

Read it once for the big picture. Then work through the chapters again with a notebook, spreadsheet or project board. The goal is implementation, not completion.

Introduction

Why digital products are a leverage play for people with expertise.

A digital product is simply a repeatable way to package knowledge, experience, tools or a process so customers can access it without requiring your time for every delivery. That can be an ebook, course, workshop, template pack, membership, toolkit, consultation framework or another downloadable resource.

The opportunity is not “make a PDF and hope.” The real opportunity is to design a clear customer journey: identify a valuable problem, package a useful solution, communicate the value, make buying easy, and then improve the system using real customer feedback.

KEY TAKEAWAYS

A product is a solution packaged for repeatable delivery. • A funnel is the path from attention to action. • Validation beats guessing. • Clarity beats complexity.

The 8-stage roadmap

What	Do This
01 - Knowledge	What can you teach, solve or simplify?
02 - Niche	Who needs it most urgently?
03 - Offer	What outcome are you selling?
04 - Product	What is the delivery format?
05 - Funnel	How will visitors move toward purchase?
06 - Marketing	How will the right people discover you?
07 - Sales	How will you convert interest into customers?
08 - Growth	What will you improve after launch?

CHAPTER 01

Digital Product Business - What It Actually Is

OUTCOME Understand the model, economics and moving parts so you can build something customers can actually buy.

What counts as a digital product?

Digital products are knowledge or utility packaged into a repeatable customer experience. The format matters less than the usefulness of the outcome. Examples include ebooks, templates, recorded courses, mini-courses, workshops, checklists, swipe files, memberships and consultation frameworks.

The business model in one sentence

You create a repeatable solution to a specific problem, package it into an accessible format, attract the right audience and sell it through a simple journey.

Product vs service

What	Do This
You deliver individually	Customer consumes a repeatable asset
Revenue tied to hours/capacity	Can sell without repeating the full delivery
Customised	Standardised with optional support
Often higher ticket	Often lower entry price

Choose a problem before choosing a format

Do not start with “I want to make an ebook.” Start with “I want to help this person solve this problem.” Once the job-to-be-done is clear, choose the format that delivers it with the least friction.

> **DECISION FILTER**
> If the customer can describe the desired outcome in one sentence, you are getting closer to a sellable product. If you need a long explanation, the offer may still be too broad.

Build your product thesis

1. Write: “I help [audience] achieve [specific outcome] without [common frustration].”

2. List 3 problems your audience already spends money, time or attention trying to solve.

3. Choose one problem with clear urgency and a realistic path to a solution.

CHAPTER 02

Find Your Monetizable Knowledge

OUTCOME Turn your experience, skills and lessons learned into a product idea with a believable customer outcome.

The Knowledge Inventory

Create four columns: what you know, what you have done, what you can teach, and what people already ask you for. The overlap is where useful product ideas often appear.

What	Do This
Repeated questions	There is existing curiosity or confusion
Past results	You may have a repeatable process
Work experience	You understand real-world constraints
Frameworks/checklists	You can package a process
Common mistakes you solved	You can teach prevention

The outcome ladder

Move from information to transformation: information -> skill -> action -> measurable result. The farther you can move toward action and result, the easier it is to communicate why the product matters.

Knowledge inventory template

Skill / experience: _____
Problem I can solve: _____
Who asks me about this: _____
Process I use: _____
Potential product: _____
Customer outcome: _____

Choose a product-worthy topic

1. Score each idea for urgency, audience fit, your credibility, ease of delivery and willingness to pay.

2. Keep the highest-scoring concept and write a one-sentence promise.

3. Do not build yet - carry the idea into Chapter 5 for validation.

CHAPTER 03

Niche & Audience Selection

OUTCOME Narrow your audience enough to make your messaging specific while keeping the market large enough to matter.

A niche is a decision, not a prison

Your niche tells the market who your solution is designed for first. You can expand later. Starting with a clear audience makes content, offers and sales conversations much easier.

Useful niche formula

Audience + problem + context. Example: “Instagram creators who want to turn their content knowledge into a paid digital product.” The context is what separates a generic audience from a clear buyer.

What	Do This
Entrepreneurs	First-time coaches building a paid offer
Digital marketers	Freelancers turning services into templates
Students	Final-year students preparing for sales interviews

The 5-question audience test

1. Do they experience the problem often?
2. Is the problem important enough to act on?
3. Can you reach them through content, communities or partnerships?
4. Do they have a reason to trust you?
5. Can your product deliver a meaningful first step?

> **POSITIONING RULE**
> Specificity in the message does not mean exclusivity forever. It simply gives the first customer a reason to recognise themselves on the page.

Write your positioning statement

1. I help [audience] who struggle with [problem].
2. I help them achieve [outcome] using [method/product].
3. My first product is designed for [specific context].

CHAPTER 04

Customer Pain & Problem Research

OUTCOME Replace assumptions with evidence from real conversations, comments, reviews and customer language.

Research sources

Look at questions people repeatedly ask in comments, communities, reviews, support threads, YouTube videos, social posts, competitor FAQs and your own conversations. The exact words customers use are valuable copywriting material.

Capture pains in four buckets

What	Do This
Functional	What is difficult to do?
Emotional	What frustration or uncertainty is attached?
Financial	What does the problem cost in time/money/opportunity?
Social	What image or status outcome matters?

Customer interview mini-script

Ask

"What are you trying to achieve?"
"What have you already tried?"
"What is the hardest part?"
"What happens if you do not solve it?"
"What would a useful solution need to include?"

Turn research into a problem statement

Use: "For [audience], [problem] creates [impact]. They currently use [existing approach], but still struggle with [gap]. A better solution would help them [desired outcome]."

Run 5 conversations

1. Talk to people in your chosen audience before building.
2. Document their exact words, objections and priorities.
3. Use repeated phrases to refine the product promise and FAQ.

CHAPTER 05

Validate Before You Build

OUTCOME Test demand for the idea before investing weeks in content production and design.

Validation levels

What	Do This
1 - Conversation	Ask the audience and collect language
2 - Content	Publish useful content around the problem
3 - Waitlist	Invite people to register interest
4 - Pre-sell	Sell access before full production where appropriate
5 - Pilot	Deliver a small version to a limited group

The minimum viable promise

You need a clear topic, audience and outcome before you need a perfect cover, logo or 50-page manuscript.

Signals to watch

- People describe the problem in their own words.
- People ask how or when they can buy.
- People join a waitlist or reply to your offer.
- People are willing to pay, even at an early-access price.
- Customers finish the product and ask what comes next.

DO NOT CONFUSE LIKES WITH DEMAND

Engagement can indicate interest, but a purchase, qualified enquiry or strong pre-order signal is much closer to product-market validation.

Validation scorecard

Problem urgency: 1-10
Audience reachability: 1-10
Credibility: 1-10
Willingness-to-pay signal: 1-10
Ease of delivery: 1-10

Next test: _____

Run a 7-day validation sprint

1. Day 1: interview 2 people.
2. Day 2: publish one problem-focused post.
3. Day 3: publish a solution framework.
4. Day 4: open a waitlist.
5. Day 5: share an offer preview.
6. Day 6: message qualified leads.
7. Day 7: decide: refine, pre-sell or change the idea.

CHAPTER 06

Choose the Right Product Format

OUTCOME Match the format to the problem so customers get the outcome with less friction.

Format	Best used for	Typical complexity
eBook	Frameworks, guides, reference	Low
Template pack	Execution shortcuts	Low
Mini-course	Step-by-step skill building	Medium
Workshop	Live transformation	Medium
Cohort	Accountability + feedback	High
Membership	Ongoing resources/community	High
Consulting	Custom strategy	Highest time involvement

The format decision tree

1. Can the customer solve it by following a structured guide? Start with an ebook/checklist.
2. Do they need demonstration? Add video or a mini-course.
3. Do they need feedback or customisation? Add a live workshop or consulting.
4. Do they need ongoing updates/community? Consider membership.

The Product Ladder

Use multiple formats to serve different levels of need: low-ticket blueprint -> templates/workshop -> 1:1 strategy -> recurring advisory.

START SMALL

A focused 25-page guide with strong templates can be more useful than a 200-page course nobody finishes.

Pick your MVP format

1. Choose one primary format and one optional bonus.
2. Define the minimum content needed for the promised outcome.
3. Write the "done" definition before you start creating.

KEY TAKEAWAYS

Keep the product focused. • Make the next action obvious. • Use real feedback to improve.

NEXT STEP

Ready to turn your idea into a real digital product? Use the roadmap in this book, then book a 1:1 Digital Product Strategy Session with Unfiltered Growth Lab for personalised guidance.

CHAPTER 07

Build the Product

OUTCOME Create a concise, useful asset that helps the buyer take action, not just consume information.

Use a transformation-first structure

1. Context - why the problem matters.
2. Framework - your method or process.
3. Steps - what to do in order.
4. Examples - show what good looks like.
5. Templates - reduce execution time.
6. Checklist - make completion obvious.
7. Next step - tell the customer what to do after the product.

Every chapter should answer three questions

- What should I understand now?

- What should I do now?
- How do I know I did it correctly?

Write for scanning

Use short paragraphs, subheadings, callouts, checklists, examples and whitespace. In a digital product, perceived clarity is part of perceived value.

Chapter template

Outcome: By the end of this chapter, you can _____
Concept: _____
Step 1: _____
Step 2: _____
Example: _____
Checklist: [] _____ [] _____ [] _____

Quality control

- Remove repetition.
- Replace vague advice with examples.
- Check every promise against what the product actually contains.
- Proofread names, links, figures and instructions.
- Ask a pilot reader to complete one chapter without your help.

CHAPTER 08

Create an Offer That Makes Sense

OUTCOME Package the product as a clear solution with a strong reason to buy now - without hype or unrealistic promises.

Product vs offer

The product is what the buyer gets. The offer is the complete reason to purchase: who it is for, the outcome, what is included, the price, the risk reducer and the next step.

What	Do This
Audience	Who is this for?
Problem	What does it solve?
Outcome	What practical improvement should they expect?
Mechanism	How do you help them get there?
Deliverables	Exactly what do they receive?

What	Do This
Proof	What evidence or demonstration can you show?
Risk reducer	What support, preview or policy helps them buy confidently?

Offer formula

Write this sentence

For [audience] who want [outcome], [product] gives you [mechanism/resources] so you can [practical next step].

Value stacking

Bundle the core product with genuinely useful supporting resources such as worksheets, templates, checklists or a structured implementation guide. Avoid adding random bonuses just to increase the perceived quantity.

Build your offer page outline

1. Headline + audience + outcome.
2. What is inside.
3. Who it is for.
4. How it works.
5. Proof/examples.
6. Price + CTA.
7. FAQ + purchase reassurance.

CHAPTER 09

Pricing Your Digital Product

OUTCOME Choose a price that reflects the depth of the problem, the usefulness of the solution and your broader customer journey.

Price is part of positioning

A low-ticket product can reduce the barrier to first purchase. A higher price can include more depth, feedback, access or implementation support. There is no universal correct price.

What	Do This
Entry product	Low-friction first purchase
Toolkit + templates	Implementation-focused buyers
Workshop	Live learning and Q&A
1:1 strategy	Custom diagnosis and guidance
Monthly advisory	Ongoing decisions and accountability

Simple pricing exercise

1. Estimate the value of the problem being solved.
2. Estimate the effort and depth of the solution.
3. Compare 5-10 alternatives customers could choose instead.
4. Choose an initial price and test it.
5. Review conversion, refunds and buyer feedback before changing it.

PRICE TESTING

Change one variable at a time where possible - price, positioning, CTA, or offer structure - so you can learn what actually changed conversion.

Pricing worksheet

Current alternative cost: _____
Time the customer could save: _____
Depth of support: _____
Entry price: ₹_____
Upsell price: ₹_____
Consulting price: ₹_____

CHAPTER 10

Landing Page That Converts

OUTCOME Build a focused landing page that gets the visitor to understand the offer and take one next action.

Above-the-fold formula

1. Who it is for.

2. Problem or desired outcome.
3. Clear product promise.
4. Primary CTA.
5. One short trust/clarity line.

Recommended sections

What	Do This
Hero	Earn attention and clarity
Problem	Show you understand the customer
Solution	Introduce your framework
What is inside	Make the deliverables tangible
Benefits	Connect features to outcomes
Proof	Reduce uncertainty
Offer	Explain value and price
FAQ	Handle objections
CTA	Make the next action obvious

Design rules

- One primary CTA per page.
- Keep paragraphs short.
- Use visual hierarchy to guide the eye.
- Highlight outcomes before features.
- Keep important content visible without excessive scrolling.
- Design mobile-first.

Hero copy template

Eyebrow: [Digital Product / Education]
Headline: Turn [knowledge/skill] into [outcome].
Subheadline: A practical roadmap for [audience] to [result].
CTA: Get the Blueprint

Landing page QA

1. Read only the hero and ask: Do I know what this is, who it is for and what I should do?
2. Check every CTA on mobile.

3. Compress heavy images and unnecessary animations.
4. Test the form and checkout journey end-to-end.

CHAPTER 11

Sales Page & Conversion Copy

OUTCOME Use structured copy to move a qualified visitor from curiosity to confidence.

The conversion sequence

Attention -> relevance -> problem awareness -> solution -> proof -> value -> risk reduction -> action.

Feature vs benefit

What	Do This
50-page blueprint	A structured path you can follow without guessing the next step
Templates	Less time writing from scratch
Checklist	Clear completion criteria
Consultation	Advice tailored to your context

Objection handling

- "I am just starting." -> Show the beginner path.
- "I do not have a big audience." -> Explain validation and small-audience tactics.
- "I am not technical." -> Break setup into simple steps and tools.
- "Will this work for my niche?" -> Explain the framework and where customisation is needed.

COPYWRITING RULE

Be specific about what the customer receives. Avoid claims you cannot support, especially income, guaranteed results or exaggerated timelines.

CTA variations

Get the Digital Product Blueprint
Start Building My Product
Plan My Digital Product
Book My Strategy Session

CHAPTER 12

Checkout, Payment & Customer Journey

OUTCOME Remove friction between decision and delivery, then create a strong post-purchase experience.

Checkout essentials

- Product name and core promise.
- Price and what is included.
- Simple purchase form.
- Payment method(s).
- Refund policy link.
- Support/contact method.
- Order confirmation and delivery instructions.

Thank-you page strategy

A thank-you page should confirm the order, explain what happens next and give the buyer one relevant next step. For example: download instructions + onboarding + invitation to a strategy call.

Customer journey

What	Do This
Immediately after purchase	Reduce anxiety, confirm next steps
First use	Help the customer get a quick win
After completion	Prompt reflection or next action
Support request	Respond quickly and clearly
Upsell moment	Offer a logical next level, not a random offer

Test the purchase journey

1. Buy your own product using a test transaction.
2. Check every email, redirect and download.
3. Open every page on mobile.
4. Make the first 10 minutes after purchase obvious.

KEY TAKEAWAYS

Keep the product focused. • Make the next action obvious. • Use real feedback to improve.

NEXT STEP

Ready to turn your idea into a real digital product? Use the roadmap in this book, then book a 1:1 Digital Product Strategy Session with Unfiltered Growth Lab for personalised guidance.

CHAPTER 13

Build the Funnel

OUTCOME Design the shortest sensible path from attention to purchase.

The basic digital product funnel

Content / ads -> lead magnet or landing page -> nurture / thank-you page -> offer -> checkout -> delivery -> next offer.

When to use a lead magnet

Use a lead magnet when the product needs trust or when the visitor is not ready to buy immediately. For a clear low-ticket offer, direct traffic to the product page may be simpler.

What	Do This
Lead magnet	Capture interest
Thank-you page	Confirm + bridge to next step
Email/WhatsApp	Nurture and educate
Sales page	Explain offer
Checkout	Collect purchase
Upsell	Increase customer value
Onboarding	Deliver and activate

Simple automation ideas

- New lead -> deliver resource immediately.
- Lead inactive -> send educational sequence.

- Visited sales page -> send FAQ/proof follow-up where consent and platform rules allow.
- Purchased -> deliver access + onboarding.
- Completed -> invite to next-level offer or consultation.

Map your funnel

1. Write every step on one page.
2. Add one purpose for each step.
3. Remove steps that do not improve understanding or conversion.
4. Test the journey as a new customer.

CHAPTER 14

Lead Generation & Content Marketing

OUTCOME Build a repeatable content system that attracts the right people instead of chasing random reach.

Four content pillars

What	Do This
Problem awareness	“3 reasons your digital product idea is too broad”
How-to	“Build a digital product offer in 5 steps”
Proof/process	Show your framework, screen, checklist or case study
Invitation	Offer the roadmap, blueprint or consultation

Content-to-offer bridge

Every piece of content should have a natural next step. Teach one useful concept, create curiosity about the complete process and point the reader to the relevant resource.

Weekly content rhythm

1. 1 problem post/video
2. 1 educational framework
3. 1 practical tutorial

4. 1 proof/process post
5. 1 direct offer / CTA

Short-form hook formulas

"Before you create a digital product, do this first..."
"Most beginners get this wrong..."
"Here is the exact framework I would use..."
"If you have knowledge but no product, start here..."
"Want the full roadmap? Get the Blueprint."

CONTENT RULE

Optimise for relevance before reach. The right 500 people can be more commercially useful than a large audience that has no need for the offer.

CHAPTER 15

Meta Ads Fundamentals

OUTCOME Understand the building blocks of paid acquisition so you can test campaigns responsibly and learn from the data.

Before you spend

- Know your offer and landing page conversion path.
- Set tracking correctly.
- Define your audience hypothesis.
- Know the action you want: lead, purchase or booked call.
- Set a test budget you can afford to lose while learning.

Creative structure

Hook -> problem -> insight -> mechanism -> proof/clarity -> CTA. Test different hooks before assuming the whole offer is wrong.

Testing matrix

What	Do This
Audience	Broad / interest / remarketing where appropriate
Creative	Video / static / UGC-style explanation
Hook	Problem / outcome / objection

What	Do This
CTA	Learn more / get blueprint / book call

Basic metrics

- CTR: signal of click interest.
- CPC: cost efficiency for traffic.
- Conversion rate: landing/checkout effectiveness.
- CPA: acquisition cost.
- ROAS: revenue relative to ad spend.

> **IMPORTANT**
> Ad performance depends on market, creative, offer, tracking, landing page and platform conditions. Treat early campaigns as experiments, not guarantees.

Create your first test

1. Choose one offer and one conversion goal.
2. Create 2-3 creative variations.
3. Define success criteria before launch.
4. Review the full funnel, not only ad clicks.

CHAPTER 16

Launch Your First Product

OUTCOME Run a simple launch that creates learning, sales and customer feedback instead of trying to make everything perfect.

The 7-day launch sequence

What	Do This
1	Problem + announcement
2	Teach a useful framework
3	Show what is inside
4	Handle objections
5	Proof / walkthrough / FAQ
6	Offer + CTA
7	Last reminder + next step

Launch assets

- Sales/landing page
- Checkout
- Delivery page or email
- 3-5 short-form content assets
- FAQ
- Customer support contact
- Tracking dashboard

Launch message

Simple launch post

I created [product] for [audience] who want [outcome].
Inside: [3 key deliverables].
Best for: [who].
Not for: [who].
Get it here: [link].

Pre-launch checklist

1. Verify product files.
2. Test checkout.
3. Prepare support replies.
4. Set up analytics.
5. Schedule content.
6. Tell your warm audience first.

CHAPTER 17

Your First 10 Customers

OUTCOME Use direct conversations, useful content and a simple offer to build early momentum and feedback.

Where the first customers can come from

- Existing followers or email list.
- Past colleagues or professional network.
- Relevant communities and partnerships.
- Content viewers who engage repeatedly.
- Beta customers from your validation sprint.

The 10-customer method

1. Identify 30 people who fit the audience.
2. Start with 10 warm conversations.
3. Offer a clear explanation, not a pressure pitch.
4. Collect objections.
5. Improve the offer.
6. Follow up once or twice with value and a clear CTA.
7. Ask buyers what would make the product even more useful.

Simple DM conversation

Message

"Hey [Name], I saw you are working on [context]. I have created a practical roadmap for [problem]. Curious - is this something you are currently trying to solve?"

If yes: "I can send you a quick outline of what is inside. Want to see it?"

EARLY CUSTOMER GOAL

The first 10 customers are not only revenue. They are your research panel for improving the product, messaging, onboarding and next offer.

CHAPTER 18

Measure, Improve & Scale

OUTCOME Turn launch data into decisions, then build the next layer of your product and funnel.

The four numbers to watch first

What	Do This
Traffic	Are the right people arriving?
Conversion rate	Does the page make the offer clear?
Acquisition cost	Can you acquire customers sustainably?
Customer value	Do buyers purchase another relevant offer?

Diagnose the bottleneck

1. Traffic but no clicks -> review message/CTA.
2. Clicks but no leads -> review landing page/value exchange.
3. Leads but no purchases -> review offer, proof, objections and pricing.
4. Purchases but low satisfaction -> improve product and onboarding.
5. Good first purchase but no next action -> create a logical product ladder.

Scale only after learning

Scaling can mean improving the funnel, increasing content output, adding paid traffic, launching a higher-value offer, creating partnerships, or building a recurring program. The right next step depends on your bottleneck.

Monthly review

Best acquisition source: _____
Top content topic: _____
Landing page conversion: _____
Refund/support issues: _____
Customer feedback theme: _____
One thing to stop: _____
One thing to double down on: _____
Next experiment: _____

> **90-DAY RULE**
> For the first 90 days, prioritise learning velocity: talk to customers, publish, test offers, improve the funnel and document what works.

Build your growth loop

1. Every month: research -> publish -> sell -> deliver -> collect feedback -> improve -> repeat.
2. Keep a simple experiment log so each change teaches you something.
3. Document your best-performing process into a repeatable system.

Bonus: 30-Day Digital Product Launch Planner

Use this section as your implementation dashboard.

WEEK 1 - DISCOVER

- Define audience
- Choose problem
- Run 5 interviews
- Write positioning
- Create validation content

WEEK 2 - BUILD

- Choose format
- Create product outline
- Draft core content
- Create worksheets/templates
- Build offer

WEEK 3 - LAUNCH SYSTEM

- Landing page
- Sales page
- Checkout
- Email/WhatsApp sequence
- Tracking + QA

WEEK 4 - SELL & LEARN

- Launch content
- Direct outreach
- Collect objections
- Review conversion data
- Improve offer and plan next month

> **DAILY RULE**
> Do one revenue-moving action every day: speak to a customer, publish useful content, improve the offer, follow up with a lead, test the funnel or deliver an excellent customer experience.

Final Checklist

Before you call your product "live", check every box.

- ☐ My audience is specific enough to recognise themselves.
- ☐ My product solves one clear problem.
- ☐ My promise is written in one sentence.
- ☐ I validated the problem with real people.
- ☐ The product has a clear structure and templates/checklists.
- ☐ My offer page explains what is included.
- ☐ My checkout works on mobile.
- ☐ My delivery process is tested.
- ☐ My CTA is clear and repeated strategically.
- ☐ I have at least one organic acquisition channel.
- ☐ My analytics/tracking are set up.
- ☐ I have a post-purchase next step.
- ☐ I know what metric I will use to evaluate the first launch.

NEXT STEP

Ready to turn your idea into a real digital product? Use the roadmap in this book, then book a 1:1 Digital Product Strategy Session with Unfiltered Growth Lab for personalised guidance.

About Unfiltered Growth Lab

Digital products • online learning • funnels • consulting

Unfiltered Growth Lab is an education-led personal brand focused on helping experts, creators, coaches, consultants and small business owners understand the journey from knowledge to digital product to online sales system.

Focus areas

- Digital product creation
- Offer and pricing strategy
- Landing pages and sales pages
- Funnels and customer journeys
- Content marketing and lead generation
- Paid acquisition fundamentals
- 1:1 digital product strategy consulting

> **READY FOR THE NEXT STEP**
>
> Use this book to build your first version. When you are ready for personalised guidance, book a 1:1 Digital Product Strategy Session with Unfiltered Growth Lab.

Suggested website CTA

Primary CTA

GET THE DIGITAL PRODUCT BLUEPRINT

BOOK A 1:1 STRATEGY SESSION