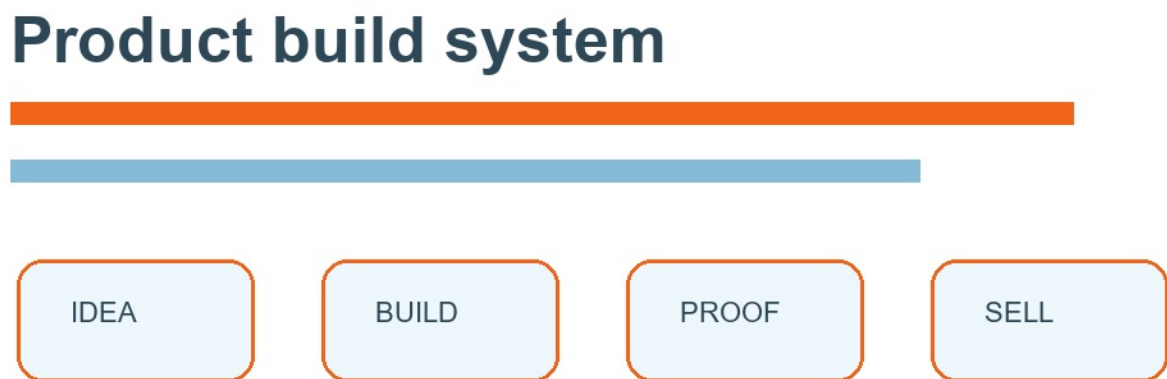


From Code to Cashflow

Turn scripts, utilities, and developer knowledge into sellable products.

Product build system



IDEA

BUILD

PROOF

SELL

30-page practical ebook

Images, worksheets, examples, prompts, launch plans, and checklists.

02 Big Promise

The buyer does not want more information. The buyer wants a shorter path to a specific result. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

1

Make it specific

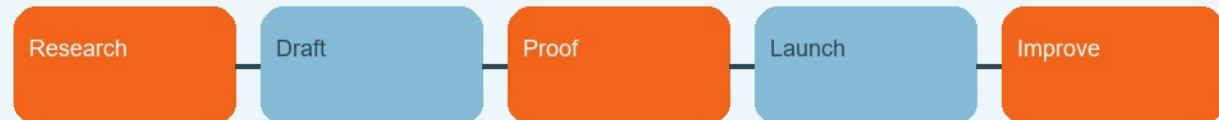
Name the buyer, the painful task, and the result. A packaged developer asset sells better when the promise is narrow.

2

Show proof

Use screenshots, sample pages, before/after examples, demos, and clear instructions so buyers trust the offer.

Workflow blueprint



Builder notes

- Buyer: teams with internal workflows
- Pain: hidden scripts and undocumented work
- Product: packaged developer asset
- Proof: screenshot, sample, demo, or case study

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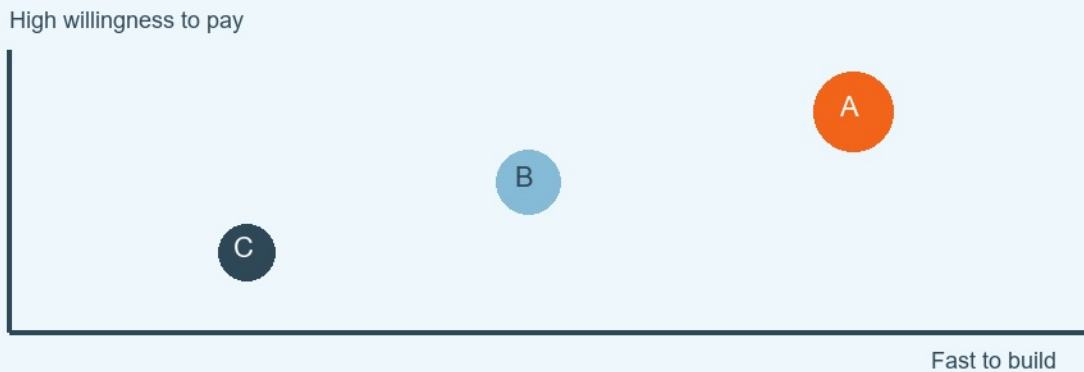
Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

03 Market Map

Start with a buyer, a repeated pain, and a result that is easy to understand. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Idea scoring matrix



Builder notes

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Quick prompt

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04 Buyer Snapshot

A specific buyer makes the product easier to write, price, explain, and sell. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Fill-in worksheet

Buyer

Pain

Promise

Deliverable

Proof

Price

Builder notes

- Buyer: teams with internal workflows
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Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

05 Pain Research

Look for repeated complaints, manual workarounds, and tasks people already pay to solve. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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Make it specific

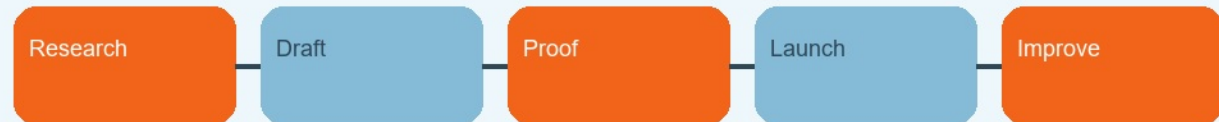
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Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

06 Offer Equation

Buyer + Pain + Shortcut + Proof + Price creates a product people can evaluate quickly. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

1

Make it specific

Name the buyer, the painful task, and the result. A packaged developer asset sells better when the promise is narrow.

2

Show proof

Use screenshots, sample pages, before/after examples, demos, and clear instructions so buyers trust the offer.

Workflow blueprint

Research

Draft

Proof

Launch

Improve

Builder notes

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Quick prompt

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07 Product Formats

Choose the format that best delivers the result: PDF, template, tool, SaaS, script, or service. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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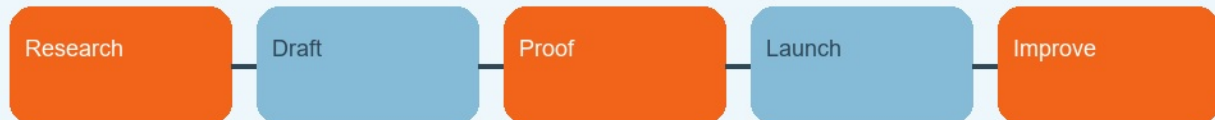
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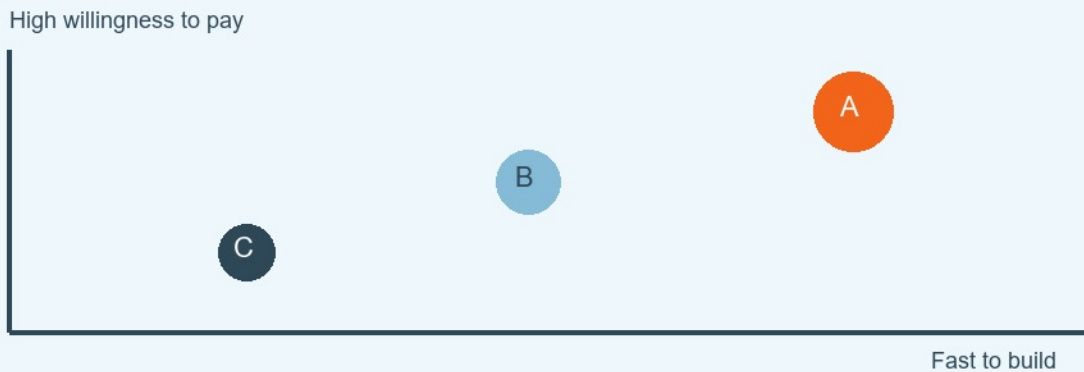
Quick prompt

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08 MVP Scope

Build the smallest version that proves the promise instead of building the biggest version you can imagine. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Idea scoring matrix



Builder notes

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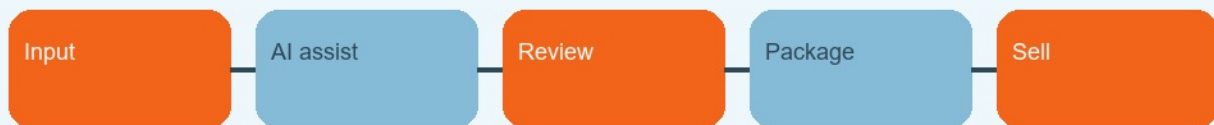
Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

09 Workflow Blueprint

The product should move the buyer from messy input to useful output with as little friction as possible. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Workflow blueprint



Builder notes

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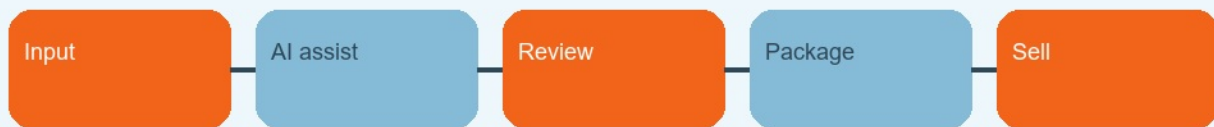
Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

10 AI Use Cases

Use AI for drafts, summaries, classification, extraction, personalization, and decision support. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Workflow blueprint



Builder notes

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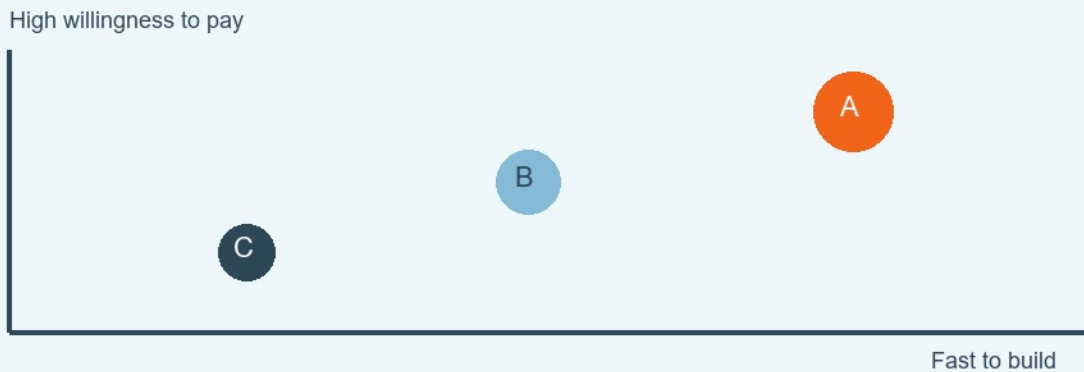
Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

11 Validation Plan

Do not ask if the idea is cool. Find out whether the problem is real and whether buyers will take action. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Idea scoring matrix



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Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

12 Interview Questions

Good validation questions reveal current behavior, cost of the pain, and existing alternatives. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

1

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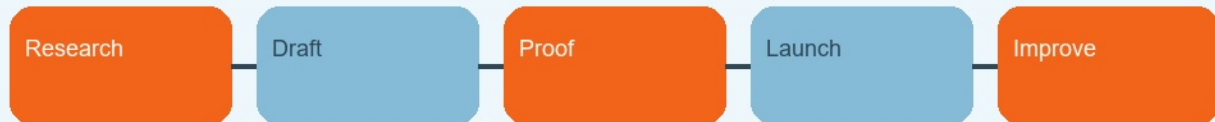
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Show proof

Use screenshots, sample pages, before/after examples, demos, and clear instructions so buyers trust the offer.

Workflow blueprint



Builder notes

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Quick prompt

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13 Proof Assets

Screenshots, samples, demos, and before/after examples make the offer feel real. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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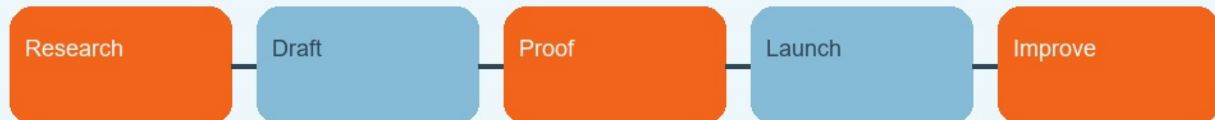
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Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

14 Pricing Menu

Price from value. Use one-time pricing, subscriptions, setup fees, or retainers depending on the product. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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Make it specific

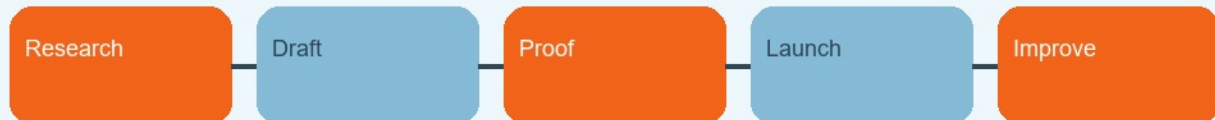
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Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

15 Sales Page

A useful sales page answers what it is, who it is for, what it includes, and why it works. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Buyer journey

Problem

Sample

Trust

Checkout

Result

Builder notes

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Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

16 Funnel Visual

The buyer journey is simple: problem, sample, trust, checkout, result. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Buyer journey

Problem

Sample

Trust

Checkout

Result

Builder notes

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Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

17 Launch Week

A launch is a sequence of useful proof, not one loud announcement. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Dashboard snapshot

Visits

18%

Replies

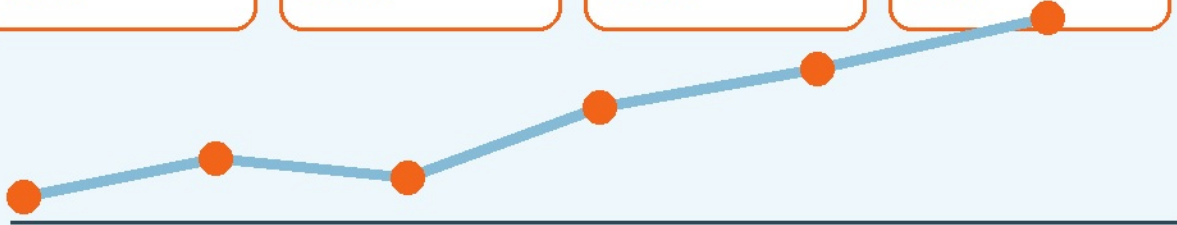
42%

Checkout Starts

63%

Sales

7%



Builder notes

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Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

18 Outreach Scripts

Manual outreach helps you learn the market faster than waiting for traffic. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

1

Make it specific

Name the buyer, the painful task, and the result. A packaged developer asset sells better when the promise is narrow.

2

Show proof

Use screenshots, sample pages, before/after examples, demos, and clear instructions so buyers trust the offer.

Workflow blueprint

Research

Draft

Proof

Launch

Improve

Builder notes

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Quick prompt

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19 Content Ideas

Create posts that teach the buyer how to see the problem and trust your solution. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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Make it specific

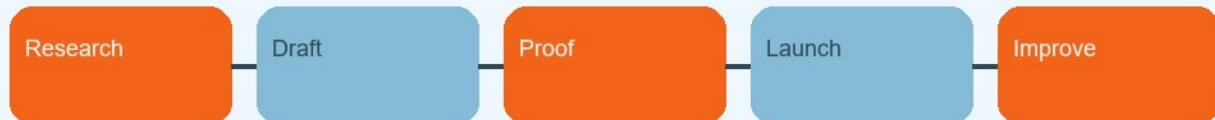
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20 Metrics Dashboard

Track behavior: visits, replies, checkout starts, purchases, refunds, and repeat usage. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Dashboard snapshot

Visits

18%

Replies

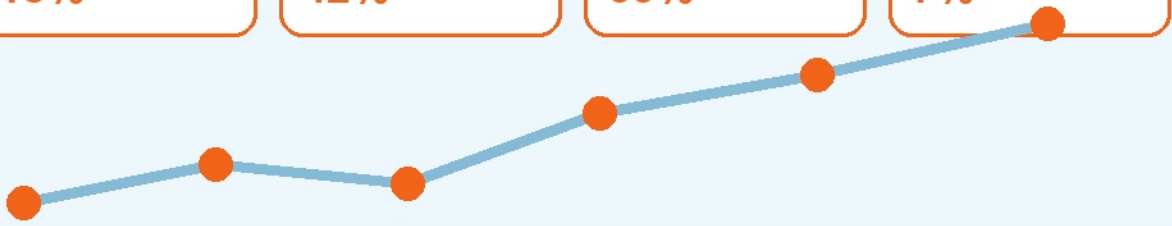
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Sales

7%



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Quick prompt

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21 Support System

Support questions are product research. Turn repeated questions into better onboarding. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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Make it specific

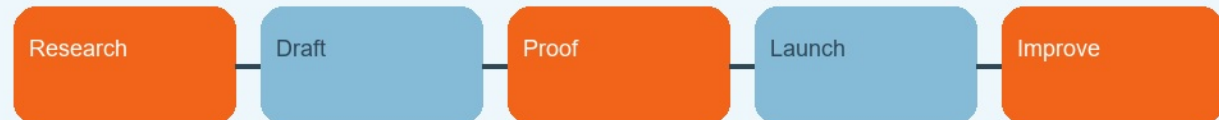
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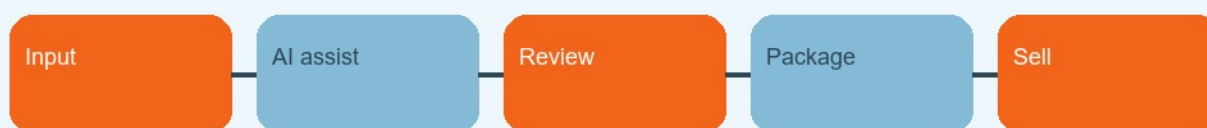
Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

22 Customer Onboarding

The buyer should get a quick win in the first five minutes. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Workflow blueprint



Builder notes

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23 Prompt Library

Use prompts to research, package, sell, improve, and support the product. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

1

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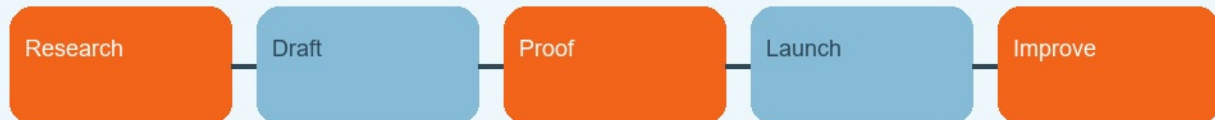
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24 Risk Checklist

Make the promise honest, the instructions clear, and the review steps visible. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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Research

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Quick prompt

Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

25 Worksheet

Fill the offer before building more features. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

Fill-in worksheet

Buyer

Pain

Promise

Deliverable

Proof

Price

Builder notes

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26 Example Products

Study examples by buyer, pain, format, proof, and price. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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27 30-Day Improvement Plan

Improve distribution, conversion, activation, and retention week by week. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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Create a practical offer for teams with internal workflows that solves hidden scripts and undocumented work using a packaged developer asset. Include buyer, promise, proof, price, and first launch step.

28 Common Mistakes

Most products fail because they are too broad, too vague, hidden, or hard to use. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

1

Make it specific

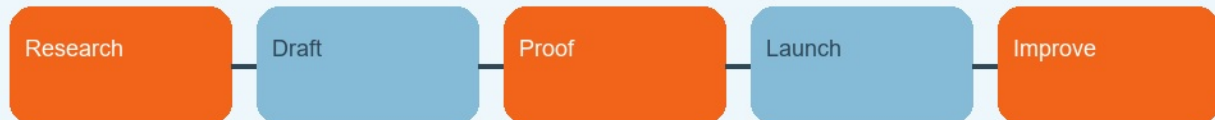
Name the buyer, the painful task, and the result. A packaged developer asset sells better when the promise is narrow.

2

Show proof

Use screenshots, sample pages, before/after examples, demos, and clear instructions so buyers trust the offer.

Workflow blueprint



Builder notes

- Buyer: teams with internal workflows
- Pain: hidden scripts and undocumented work
- Product: packaged developer asset
- Proof: screenshot, sample, demo, or case study

Do this next

- Action: write the one-sentence offer.
- Action: create one proof asset today.
- Action: ask five buyers what they use now.
- Action: improve the page using objections.

Quick prompt

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29 Resource Stack

Use simple tools for checkout, delivery, demos, support, and analytics. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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Research

Draft

Proof

Launch

Improve

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30 Final Action Plan

Choose one buyer, one pain, one result, one proof asset, and one place to sell. For developers with useful code, the target is teams with internal workflows: people with hidden scripts and undocumented work who can understand the value of a packaged developer asset quickly.

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