

Build Useful AI Tools With APIs

Ship AI features that are reliable, focused, and worth paying for.

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 building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

1

Make it specific

Name the buyer, the painful task, and the result. A production-ready AI workflow 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

- Buyer: software teams adding AI
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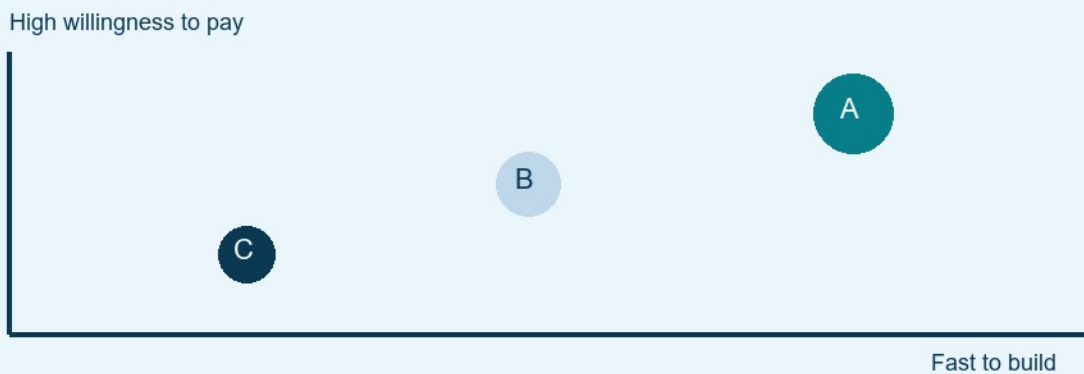
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03 Market Map

Start with a buyer, a repeated pain, and a result that is easy to understand. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

Idea scoring matrix



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04 Buyer Snapshot

A specific buyer makes the product easier to write, price, explain, and sell. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

Fill-in worksheet

Buyer

Pain

Promise

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05 Pain Research

Look for repeated complaints, manual workarounds, and tasks people already pay to solve. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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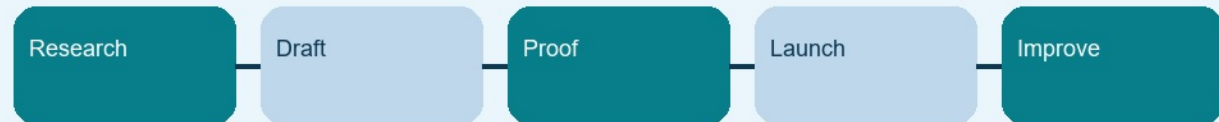
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06 Offer Equation

Buyer + Pain + Shortcut + Proof + Price creates a product people can evaluate quickly. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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07 Product Formats

Choose the format that best delivers the result: PDF, template, tool, SaaS, script, or service. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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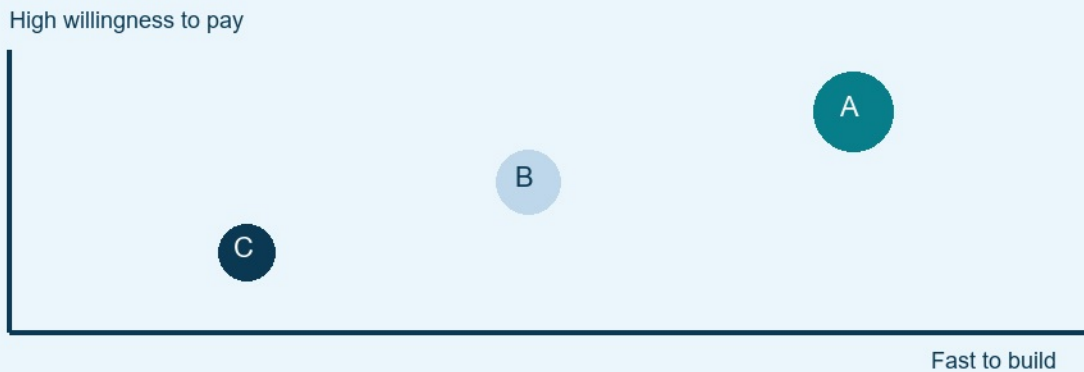
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08 MVP Scope

Build the smallest version that proves the promise instead of building the biggest version you can imagine. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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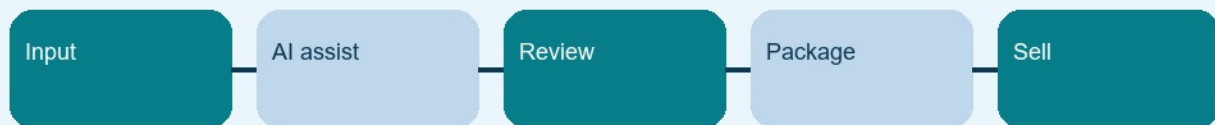
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09 Workflow Blueprint

The product should move the buyer from messy input to useful output with as little friction as possible. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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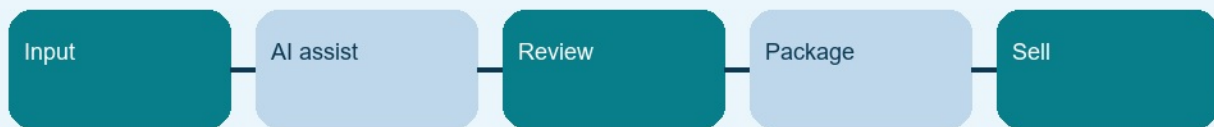
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10 AI Use Cases

Use AI for drafts, summaries, classification, extraction, personalization, and decision support. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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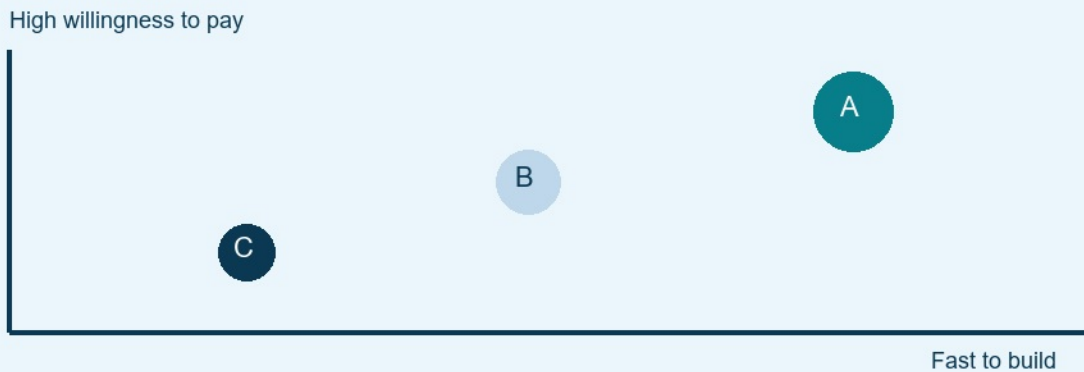
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11 Validation Plan

Do not ask if the idea is cool. Find out whether the problem is real and whether buyers will take action. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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12 Interview Questions

Good validation questions reveal current behavior, cost of the pain, and existing alternatives. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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13 Proof Assets

Screenshots, samples, demos, and before/after examples make the offer feel real. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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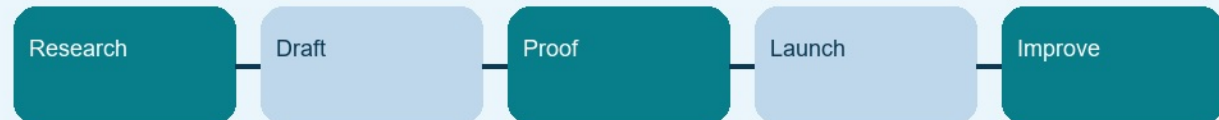
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14 Pricing Menu

Price from value. Use one-time pricing, subscriptions, setup fees, or retainers depending on the product. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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15 Sales Page

A useful sales page answers what it is, who it is for, what it includes, and why it works. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

Buyer journey

Problem

Sample

Trust

Checkout

Result

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16 Funnel Visual

The buyer journey is simple: problem, sample, trust, checkout, result. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

Buyer journey

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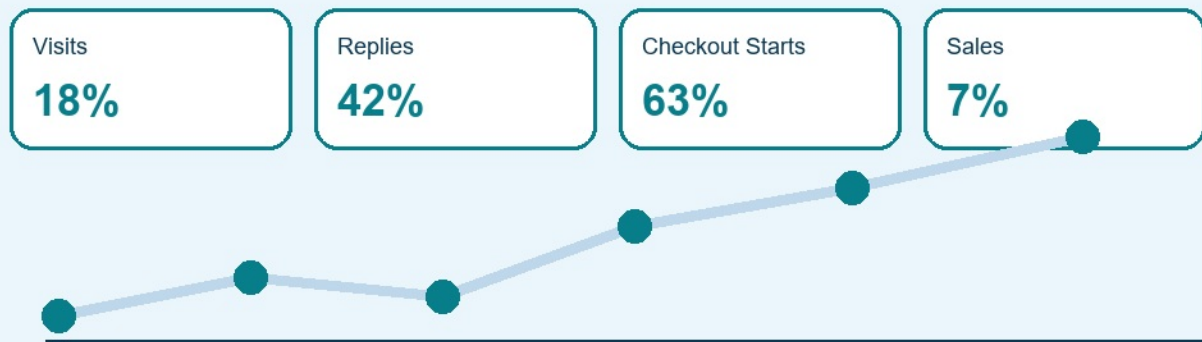
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17 Launch Week

A launch is a sequence of useful proof, not one loud announcement. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

Dashboard snapshot



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18 Outreach Scripts

Manual outreach helps you learn the market faster than waiting for traffic. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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19 Content Ideas

Create posts that teach the buyer how to see the problem and trust your solution. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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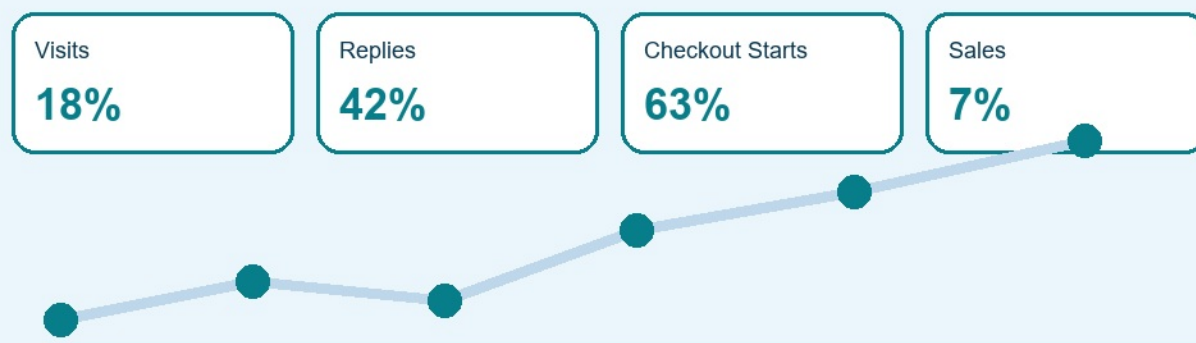
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20 Metrics Dashboard

Track behavior: visits, replies, checkout starts, purchases, refunds, and repeat usage. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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21 Support System

Support questions are product research. Turn repeated questions into better onboarding. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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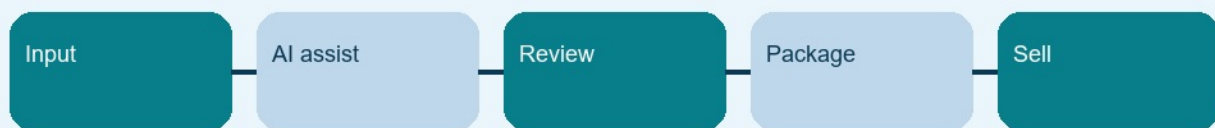
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22 Customer Onboarding

The buyer should get a quick win in the first five minutes. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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23 Prompt Library

Use prompts to research, package, sell, improve, and support the product. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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24 Risk Checklist

Make the promise honest, the instructions clear, and the review steps visible. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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25 Worksheet

Fill the offer before building more features. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

Fill-in worksheet

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26 Example Products

Study examples by buyer, pain, format, proof, and price. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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27 30-Day Improvement Plan

Improve distribution, conversion, activation, and retention week by week. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

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28 Common Mistakes

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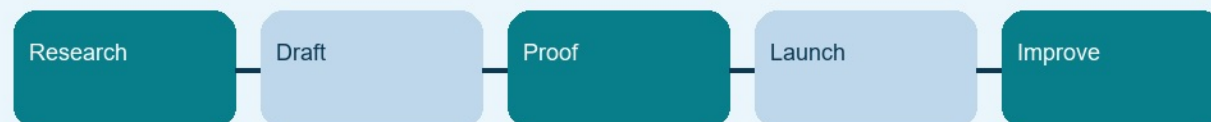
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Create a practical offer for software teams adding AI that solves AI demos that fail with real users using a production-ready AI workflow. Include buyer, promise, proof, price, and first launch step.

29 Resource Stack

Use simple tools for checkout, delivery, demos, support, and analytics. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

1

Make it specific

Name the buyer, the painful task, and the result. A production-ready AI workflow 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

- Buyer: software teams adding AI
- Pain: AI demos that fail with real users
- Product: production-ready AI workflow
- 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

Create a practical offer for software teams adding AI that solves AI demos that fail with real users using a production-ready AI workflow. Include buyer, promise, proof, price, and first launch step.

30 Final Action Plan

Choose one buyer, one pain, one result, one proof asset, and one place to sell. For developers building AI products, the target is software teams adding AI: people with AI demos that fail with real users who can understand the value of a production-ready AI workflow quickly.

1

Make it specific

Name the buyer, the painful task, and the result. A production-ready AI workflow sells better when the promise is narrow.

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Do this next

- Action: write the one-sentence offer.
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