MF

Digital Academy

FREE MINI-LESSON

Build Your First AI Digital Product in 60 Minutes

A hands-on starter lesson taken from the 24-Hour AI Product Challenge. Pick a niche, shape a product, and write your first section with copy-and-paste AI prompts.

3 steps · 4 prompts · free tools

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Before you start

A **digital product** is a file someone can download and use: a short guide, a checklist, a template pack, a prompt pack, or a planner. Your first one should be small enough to finish. This lesson covers the first three steps of the full 24-Hour AI Product Challenge. By the end of the hour you will have a written plan and the first section of your product drafted.

What you need (all have free versions)

- An AI chat tool: ChatGPT or Claude
- A Google Doc (or any document) to paste your work into
- A timer. Set it for 60 minutes and protect that time.

Your 60-minute plan

Step	Time	You walk away with
1. Pick your niche	20 min	One sentence: "I help ___ with ___."
2. Shape the product	15 min	A title, a format, and a 5–8 point outline
3. Draft section one	25 min	Your first section, edited in your own voice

An honest note: this lesson teaches a process for *building* a product. It does not promise sales or income. Most people who create digital products earn little or nothing, and results depend on many factors. The goal today is to make real progress on something you can finish.

1 Pick your niche

20 MINUTES

Write down 10 things you know, do at work, or are curious about. Hobbies and life experience count. Then run this prompt:

PROMPT 1 · COPY AND PASTE

Here are 10 things I know or enjoy: [list]. Suggest 10 narrow niche ideas for a simple beginner digital product. For each, name the specific person, their specific problem, and one small digital product (guide, checklist, template pack, prompt pack, or planner) that could help. Avoid medical, legal, financial-advice, and "make money" niches.

Score your top 3 ideas from 1 to 5 on each question: *Do I understand this person? Is the problem specific? Could I make something small for it today?* Pick the highest score.

PROMPT 2 · STRESS-TEST IT

Act as a skeptical friend. For this niche: "[your niche]", give me three reasons it could be a good first product and three reasons it might not be. Then suggest one way to make it more specific.

Your output: "I help _____ with _____."

Example only: "I help new mums with simple 15-minute home workouts." Going too broad is the most common trap. "Fitness" is a topic; that sentence is a niche.

2 Shape the product

15 MINUTES

Pick one format you can finish: a guide (10–20 pages), a template pack (5–10 templates), a prompt pack (25–50 prompts), or a planner or workbook. Then ask the AI for options:

PROMPT 3 · PRODUCT IDEAS

My niche: "I help [who] with [problem]." Suggest 5 simple digital product ideas I could realistically create in one day with AI and Canva. For each: product title, format, what's inside (5–8 bullet points), and why it's useful.

Quick reality check (5 minutes)

Search Reddit, Facebook groups, YouTube comments, or Etsy for your problem. Note 5 real phrases people use. If similar products already exist, that's normal. Write one line on how yours will be different: simpler, more specific, or for a different person.

Your output: product title, format, and a 5–8 bullet outline of what's inside.

3 Draft section one

25 MINUTES

Now turn the outline into real content. Start with the first section only. Finishing one section well teaches you the whole loop.

> **PROMPT 4 · WRITE A SECTION**
> Write section 1: "[section title]" for my [format] called "[title]" for [who]. Use plain English, short paragraphs, and at least one step-by-step list or example. Around 300–500 words. Don't use hype or make promises about results.

Then make it yours (this part matters most)

1. Paste the draft into your Google Doc.
2. Add at least **one personal tip, example, or opinion** that only you could write.
3. Delete filler and fact-check anything factual.
4. Read it out loud once. Fix anything that doesn't sound like you.

Optional: paste your edited section back into the AI with this request: *"Review this draft as a strict editor. Point out anything vague, repetitive, inaccurate, or overpromising, and suggest fixes."*

Your output: section one of your product, drafted and edited in your own voice.

Your 60-minute checklist

- ☐ Listed 10 things I know or enjoy
- ☐ Ran Prompt 1 and scored my top 3 niche ideas
- ☐ Stress-tested my pick with Prompt 2
- ☐ Wrote my "I help ___ with ___" sentence
- ☐ Chose one format I can finish
- ☐ Ran Prompt 3 and picked a title and outline
- ☐ Noted 5 real phrases people use about the problem
- ☐ Drafted section one with Prompt 4
- ☐ Added my own tip or example, and read it out loud

What comes next

You've finished the first three steps. The full process has eight short modules. Here's what remains after this lesson:

Module	What you do
Create the rest of the content	Draft and edit every section
Design it in Canva	Turn it into a clean PDF plus a cover mockup
Write your sales page	Honest sales copy and a price you choose
Publish it	A live page on Gumroad, Payhip, or Stan, checked with a test purchase
Share it	Three honest posts and your first share

Want the full step-by-step path?

The **24-Hour AI Product Challenge** walks you through all eight short lessons, from niche to a live, tested sales page, with 25+ copy-and-paste prompts. It's self-paced with lifetime access, and works with free tools. **US$30, one-time.**

Start here: whop.com/mf-digital-academy/24-hour-ai-product-challenge
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Results disclaimer: This lesson and the 24-Hour AI Product Challenge teach you how to create a simple digital product and publish a sales page using AI tools. We do not promise, guarantee, or suggest that you will make any money. Most people who create digital products earn little or nothing, and any sales depend on your effort, skills, niche, marketing, market conditions, and other factors we don't control. Nothing here is financial, legal, or tax advice. You are responsible for following the terms of the AI tools and platforms you use. MF Digital Academy is not affiliated with OpenAI, Anthropic, Canva, Gumroad, Payhip, Stan, Whop, or Meta.