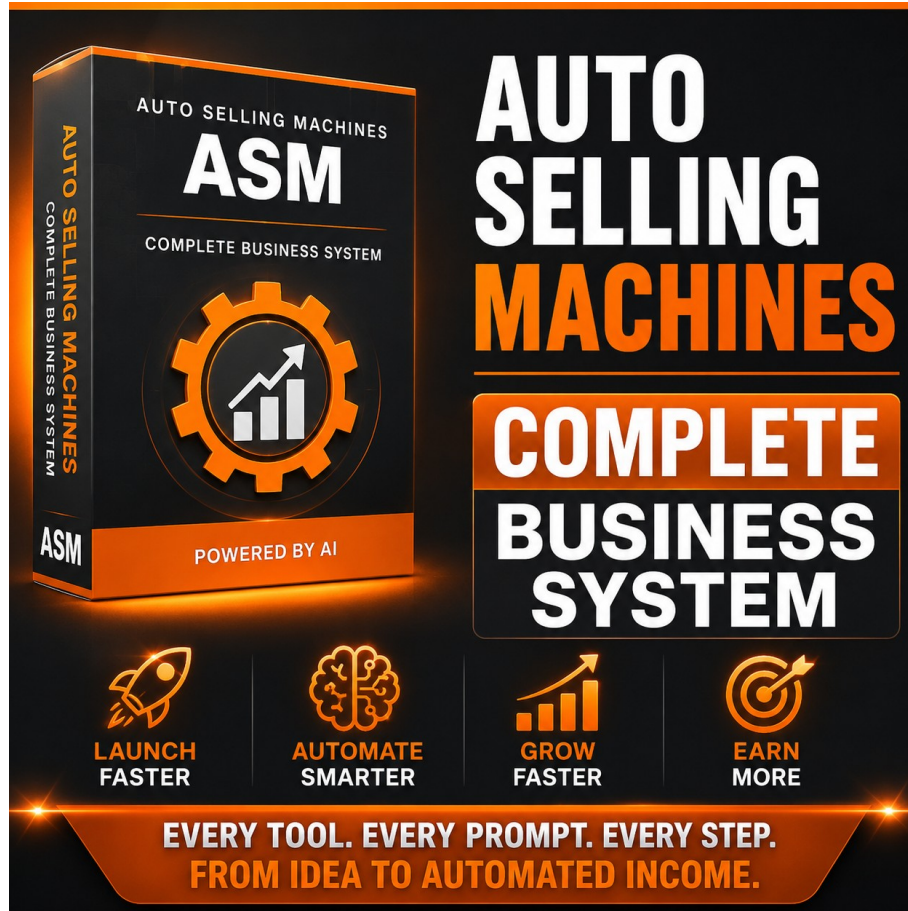


A U T O S E L L I N G M A C H I N E S

ASM Complete Digital Product Business System

Powered by AI



A practical build-and-launch playbook for turning a digital product idea into an automated business asset.

The complete step-by-step system for building a fully automated digital product business using AI as your writer, designer, marketer, and automation expert — from your first product idea to your first automated sale.

WHAT IS INSIDE

What's Inside This System

This playbook is organized as a practical build sequence. Each module produces a real asset you can use in your digital product business, from your first offer idea to your launch and affiliate setup.

01

Your Brand & Product Foundation

Clarify who you serve, what problem you solve, and how to position your offer.

02

Building Your Digital Product with AI

Create the lead magnet, premium ebook, product descriptions, and cover image.

03

Your Lead Generation Hub

Write the landing page, thank-you flow, privacy policy, and terms of use.

04

Your Automated Email Machine

Create the Day 0 welcome email, 7-day sequence, and GetResponse setup.

05

Your Traffic System

Build Facebook, solo ad, Herculist, Bing Ads, and organic social traffic assets.

06

Your Automation Setup

Connect Facebook Lead Ads to GetResponse using Make.com.

07

Your Monetization & Launch Strategy

List on WarriorPlus, create a JV page, and build your launch path.

HOW TO USE THIS SYSTEM

Work through each module in order. Do not skip ahead. Each module builds on the last. By the time you complete Module 7, you should have a working digital product business asset - not just knowledge about one.

ABOUT THE CREATOR

About Clarence Michaels

Clarence Michaels is a digital marketing strategist and online business educator based in Louisville, Kentucky. He began documenting the systems he uses to build and launch digital products so that beginners and small business owners could follow a practical workflow instead of guessing through every step.

When AI tools began changing what solo creators could accomplish, Clarence focused on using AI for practical execution: writing, page copy, email sequences, automation planning, product descriptions, and marketing assets. This playbook is the result of that build process.

The Purpose of This Playbook

CLARITY

Know what to build before you start building.

SEQUENCE

Follow the right order: offer, product, page, email, traffic, automation, launch.

EXECUTION

Turn prompts into actual business assets you can publish and test.

Creator Note

This system is built for action. You do not need every tool in the market. You need a clear offer, a useful product, a working lead path, follow-up emails, traffic assets, and a launch plan. The modules that follow help you build those pieces in order.

INTRODUCTION

Why AI Changes Everything

Building a digital product business used to take months. You needed to hire a writer for your ebook, a designer for your graphics, a copywriter for your emails, a developer for your landing page, and a marketer for your ads - or you had to learn all of those skills yourself.

AI changes the speed of execution. With the right prompts and workflow, one person can now create in days what used to take a team months. But AI does not remove the need for structure. Without a system, people still stall between idea and launch.

This guide documents every step of the build. More importantly, it gives you the exact prompts used at each stage so you can adapt the process to your own product, audience, and niche.

WHAT MAKES THIS DIFFERENT

This is not just a list of prompts. It is a build sequence. The prompts are placed inside the order you need to execute: foundation, product, lead generation, email follow-up, traffic, automation, monetization, and launch.

You Will Build These Assets

Lead magnet	Premium product	Landing page copy
Legal pages	7-day emails	Traffic swipes
Automation setup	WarriorPlus listing	JV page assets

TOOLS

The AI Tools This System Uses

This system was built primarily using Claude and ChatGPT, with Make.com handling automation. Each tool has a different strength. The fastest path is to use the right tool for the right job instead of forcing one tool to do everything.

Task Type	Best Tool	Why
Long-form writing, ebooks, emails, legal pages, HTML/CSS	Claude	Stronger for long documents, nuanced writing, and maintaining context.
Quick copy variations, brainstorming, short social content	ChatGPT	Fast iterations and strong for short-form creative variations.
Product mockups, banners, social graphics	ChatGPT + DALL-E	Use for all visual creative work and marketing graphics.
Connecting apps and automating workflows	Make.com	Dedicated automation platform for Facebook Lead Ads and GetResponse.

Claude AI

Best for long-form content, ebook writing, email sequences, legal pages, HTML, strategy, and document layouts.

claude.ai

ChatGPT + DALL-E

Best for brainstorming, quick copy variations, social posts, product covers, mockups, and banner graphics.

chat.openai.com

Make.com

Best for connecting Facebook Lead Ads to GetResponse automatically. The free plan can handle the starter workflow.

make.com

QUICK START

Quick-Start Roadmap

Use this page as your fast orientation before you work through the full modules. The goal is to finish each phase with a real business asset in hand.

Phase	Focus	By the end of this phase you should have
Phase 1	Clarify the business	An ideal customer profile, sharp offer statement, and brand name shortlist.
Phase 2	Create the product	A lead magnet, free asset draft, premium ebook outline, and cover concept.
Phase 3	Build the lead system	Landing page copy, thank-you flow, and legal pages ready for publishing.
Phase 4	Automate follow-up	A welcome email, 7-day nurture map, and autoresponder loaded and tested.
Phase 5	Drive traffic	Facebook, solo ad, Herculist, Bing Ads, and organic social traffic assets.
Phase 6	Automate lead flow	Make.com scenario connecting Facebook Lead Ads to GetResponse - tested and live.
Phase 7	Launch and monetize	WarriorPlus listing, JV page, affiliate tools, and 30-day launch sequence.

TIP

Keep this roadmap beside you while you work. It gives you a practical checkpoint for every phase of the system.

M O D U L E 1

Your Brand & Product Foundation

Define who you are, who you serve, and what you sell

Work through this module completely before moving to the next. Each module builds on the last.

Before you write a single word of your ebook or build a single page of your website, you need clarity on three things: your brand identity, your ideal customer, and your core offer. AI makes this faster than you'd think — but you still need to give it the right inputs.

Step 1 — Define Your Ideal Customer

Your entire business is built around one specific person with one specific problem. The clearer you are about who that person is, the more effective every piece of content, every email, and every ad will be.

AI PROMPT — P1: IDEAL CUSTOMER PROFILE

I am building a digital product business in the [YOUR NICHE] space. Help me create a detailed ideal customer profile. My product helps people [WHAT YOUR PRODUCT DOES]. Please give me: 1. A detailed description of my ideal customer (age, occupation, lifestyle, goals) 2. Their top 3 biggest frustrations related to [YOUR NICHE] 3. What they have already tried that hasn't worked 4. What success looks like for them in 90 days 5. The exact language and phrases they use when describing their problem 6. Where they hang out online (platforms, groups, forums). Make the profile specific and vivid — write it as if you're describing a real person.

 **Tip:** The more specific your inputs the better the output. Don't say "marketing niche" — say "email marketing for coaches and consultants." Specificity creates better profiles. Use Claude for this prompt.

Step 2 — Write Your Core Offer Statement

Your offer statement is the one sentence that describes exactly what you do, for whom, and what result they get. Everything in your business flows from this statement.

AI PROMPT — P2: CORE OFFER STATEMENT

Based on this ideal customer profile: [PASTE YOUR PROFILE FROM ABOVE] Write 5 variations of a one-sentence offer statement using this formula: "I help [WHO] achieve [SPECIFIC RESULT] without [COMMON OBSTACLE] — even if [COMMON OBJECTION]." Make each variation slightly different in tone — one authoritative, one conversational, one urgency-focused, one benefit-focused, one problem-focused. Then recommend which one would perform best as a landing page headline and explain why.

 **Tip:** Pick the offer statement that makes YOU think "yes, that's exactly what I do." If it resonates with you it will resonate with your audience.

Step 3 — Name Your Brand

Your brand name should be memorable, easy to spell, and broad enough to grow with you as you add more products.

AI PROMPT — P3: BRAND NAME GENERATOR

I am building a digital product business that helps [WHO] achieve [RESULT]. Generate 20 potential brand names that: Are 2-3 words maximum, are easy to spell and pronounce, sound professional and credible, are broad enough to work across multiple products in [YOUR NICHE], and are not already major brands. For each name provide: the name, why it works, and what domain extension you'd recommend. Then pick your top 3 and explain which one you'd choose and why.

 **Tip:** Check domain availability at namecheap.com before committing to a name. Also check social media handle availability on the platforms you plan to use.

Module Completion Checklist

- ☐ Ideal customer profile completed
 - ☐ Top frustrations captured in the customer's own language
 - ☐ Core offer statement drafted and chosen
 - ☐ Brand shortlist checked for domain and handle availability
-

MODULE 2

Building Your Digital Product with AI

Create your ebook, lead magnet, and premium edition using AI prompts

Work through this module completely before moving to the next. Each module builds on the last.

RIGHT TOOL FOR THE RIGHT JOB

For writing ebook content, lead magnets, and product descriptions — use Claude (claude.ai). For creating product cover images and visual mockups — use ChatGPT with DALL-E. Both have free plans sufficient for getting started.

Your digital product is the foundation of your business. Everything else — the landing page, the emails, the ads — exists to get people to your product. Building it used to be the hardest part. With AI it's the fastest part.

Step 1 — Create Your Lead Magnet Concept

Your lead magnet is the free resource you give away in exchange for a name and email address. It needs to solve one specific problem quickly and clearly.

AI PROMPT — LEAD MAGNET CONCEPT VALIDATION

I want to create a free lead magnet for this audience: [PASTE YOUR IDEAL CUSTOMER PROFILE] My core offer is: [YOUR OFFER STATEMENT] Generate 10 lead magnet concepts that: Solve one specific problem this audience has, can be consumed in under 10 minutes, directly relate to my core offer, and would make someone think "I need that right now." For each concept provide: the title, format (checklist/guide/template/etc), what problem it solves, and why this audience would download it immediately. Then rank them by likely opt-in rate and explain your top choice.

 **Tip:** The best lead magnets are painfully specific. "The Ultimate Marketing Guide" gets ignored. "5-Minute Checklist to Double Your Email Open Rate This Week" gets downloaded. Use Claude for this prompt.

Step 2 — Write Your Lead Magnet Content

Once you have your concept, use AI to write the actual content. The key is to give AI enough context that it writes something genuinely useful — not generic.

AI PROMPT — LEAD MAGNET CONTENT WRITER

Write a complete [FORMAT: checklist/guide/template] called "[YOUR LEAD MAGNET TITLE]" for this audience: [PASTE IDEAL CUSTOMER PROFILE] Requirements: Length: [3-7 pages for a guide / 1 page for a checklist]. Tone: [conversational/professional/friendly]. Include an introduction, the main content, and a clear next step at the end. Write for a beginner — assume no prior knowledge. Be specific and actionable — every point should be something they can do today. Do NOT use jargon, fluff, or vague advice. Format it cleanly with clear headings and short paragraphs suitable for a PDF document.

 **Tip:** Run this prompt once to get a draft, then ask the AI to "make it more specific with real examples" or "add more detail to section 3." Iterate until it genuinely helps your reader. Use Claude for writing, then use ChatGPT/DALL-E to create the cover image.

Step 3 — Create Your Premium Ebook

AI PROMPT — EBOOK OUTLINE GENERATOR

I am writing a premium ebook called "[YOUR EBOOK TITLE]" for this audience: [PASTE IDEAL CUSTOMER PROFILE] My lead magnet covers: [BRIEF DESCRIPTION] The ebook should go deeper and broader. Create a complete ebook outline with: A compelling introduction, 6-8 main chapters each covering a distinct strategy or step, 2-3 sub-points under each main section, a conclusion with a clear action plan, and a recommended tools section. For each chapter write a one-paragraph description of what it covers and why it matters.

 **Tip:** Once you have the outline, write each chapter separately using a new prompt for each one. This keeps the AI focused and produces much better content. Use Claude for all writing. Use ChatGPT/DALL-E to design the ebook cover image.

AI PROMPT — EBOOK CHAPTER WRITER

Write Chapter [NUMBER] of my ebook "[EBOOK TITLE]" for this audience: [PASTE IDEAL CUSTOMER PROFILE] Chapter title: "[CHAPTER TITLE]" Chapter covers: [PASTE THE DESCRIPTION FROM YOUR OUTLINE] Previous chapters covered: [BRIEF SUMMARY] Requirements: Length 600-900 words. Tone: [conversational/authoritative/friendly]. Include a strong opening hook, actionable steps, at least one real-world example, and a transition to the next chapter. End with a "Chapter Action Step." Write for a beginner — clear, simple language, no jargon.

 **Tip:** Write all chapters first, then go back and edit for consistency. AI can drift between chapters — a final editing pass keeps it cohesive. Use Claude for all chapter writing.

Step 4 — Write Your Product Descriptions

AI PROMPT — PRODUCT DESCRIPTION GENERATOR

Write product descriptions for my digital ebook "[EBOOK TITLE]" priced at \$[PRICE]. The ebook helps [IDEAL CUSTOMER] achieve [RESULT] without [OBSTACLE]. Write 4 versions: 1. Stripe checkout description (2-3 sentences, benefit-focused) 2. WarriorPlus/JVZoo listing description (150 words, feature and benefit focused, includes bullet points) 3. Short social media description (50 words, conversational, ends with CTA) 4. Email announcement description (100 words, story-driven). For each version: write as if the reader is skeptical and needs to be convinced.

 **Tip:** The Stripe description is what buyers see at checkout — make it reassuring and benefit-focused. The WarriorPlus description is what affiliates read when deciding whether to promote you.

Module Completion Checklist

- ☐ Lead magnet concept validated
- ☐ Lead magnet draft created
- ☐ Premium ebook outline completed
- ☐ All chapters written and edited
 - ☐ Product cover image created in ChatGPT/DALL-E
 - ☐ Product descriptions prepared for checkout, listings, and email

MODULE 3

Your Lead Generation Hub

Build your landing page, thank you page, and opt-in system with AI

Work through this module completely before moving to the next. Each module builds on the last.

Your landing page has one job: convert visitors into subscribers. Every element — the headline, the subheadline, the bullet points, the button — exists to serve that single goal. AI can write all of it. You just need to know what to ask for.

Step 1 — Write Your Landing Page Copy

AI PROMPT — LANDING PAGE COPY GENERATOR

Write complete landing page copy for my free lead magnet "[LEAD MAGNET TITLE]" for this audience: [PASTE IDEAL CUSTOMER PROFILE] The lead magnet helps them [SPECIFIC RESULT] in [TIME FRAME]. Write all copy elements: 1. HEADLINE (write 5 variations) 2. SUBHEADLINE — one sentence expanding the headline promise (3 variations) 3. BULLET POINTS — 4-5 benefit-focused bullets starting with action verbs 4. SOCIAL PROOF LINE — one line establishing credibility 5. CALL TO ACTION BUTTON TEXT — 3 options 6. TRUST LINE — one line below the button addressing their biggest objection 7. THANK YOU PAGE HEADLINE — what appears after they opt in. For each element write the copy and explain why it works.

 **Tip:** Test different headlines by asking the AI to write "a version that leads with curiosity" or "a version that leads with a specific number." Small headline changes can double your opt-in rate. Use Claude for all landing page copy.

Step 2 — Generate Your Legal Pages

Your Privacy Policy and Terms of Use are required before you run ads or collect email addresses. AI can generate solid first drafts — always review with a legal professional for your specific situation.

AI PROMPT — PRIVACY POLICY GENERATOR

Write a comprehensive Privacy Policy for my digital product business: Business name: [YOUR BUSINESS NAME] Legal entity: [YOUR LEGAL ENTITY NAME] Website: [YOUR WEBSITE URL] Products sold: Digital ebooks and online guides. Email marketing platform: GetResponse. Payment processor: Stripe. Analytics/tracking: Facebook Pixel, Google Analytics. Affiliate marketing: Yes. Customer locations: United States, UK, EU (GDPR), Canada (PIPEDA). Include sections covering: data collection, email marketing and unsubscribing, third party services, cookies, Facebook Pixel disclosure, affiliate disclosure, user rights (GDPR/PIPEDA/CCPA), data retention, and contact information.

 **Tip:** After generating your privacy policy, replace all placeholder information with your actual business details. Update the "Last Updated" date whenever you make changes.

AI PROMPT — TERMS OF USE GENERATOR

Write a comprehensive Terms of Use for my digital product business: Business name: [YOUR BUSINESS NAME] Website: [YOUR WEBSITE URL] Products: Digital ebooks, guides, and online courses priced \$15-\$47. Payment processor: Stripe. Refund policy:

No refunds on digital downloads once accessed. Affiliate links: Yes — in products and emails. Include sections covering: acceptance of terms, digital products and no-refund policy, intellectual property, affiliate disclosure, earnings disclaimer, payment and billing, disclaimer of warranties, and contact information.

 **Tip:** The earnings disclaimer is particularly important for products in the make money online or business niche. Make it honest and specific.

Module Completion Checklist

- ☐ Headline options generated
 - ☐ Bullet points and CTA text finalized
 - ☐ Privacy policy draft generated
 - ☐ Terms of use draft generated
-

M O D U L E 4

Your Automated Email Machine

Write and set up your complete email sequences using AI

Work through this module completely before moving to the next. Each module builds on the last.

Your email sequence is the engine of your business. It nurtures leads, builds relationships, delivers value, and generates affiliate commissions — all automatically. The key to a great email sequence is writing emails that feel personal and genuine, not like marketing copy.

Step 1 — Write Your Welcome Email (Day 0)

The Day 0 email is the most important email you'll ever send. It sets the tone for the entire relationship. Open rates on Day 0 emails are typically 60-80% — far higher than any other email in your sequence.

A I P R O M P T — W E L C O M E E M A I L W R I T E R

Write a Day 0 welcome email for new subscribers who just downloaded my free guide "[LEAD MAGNET TITLE]." Context: My brand: [BRAND NAME]. My name: [YOUR NAME/PEN NAME]. What they downloaded: [BRIEF DESCRIPTION]. Download link: [THEIR DOWNLOAD LINK]. Tone: [warm and conversational / professional / friendly peer]. The email should: Have a subject line that creates anticipation (write 3 options). Open with a genuine thank you. Deliver the download link clearly and prominently. Set expectations for the next 7 days. End with one specific action they should take today. Include a P.S. that mentions the premium upgrade naturally. Keep it under 300 words. Write like a real person, not a marketer. Important: Use [[firstname]] as the personalization tag for GetResponse.

 **Tip:** The P.S. is one of the most read parts of any email. Use it to introduce your premium offer softly — not as a hard sell but as a natural next step. Use Claude for email writing.

Step 2 — Write Your 7-Day Nurture Sequence

A I P R O M P T — 7 - D A Y E M A I L S E Q U E N C E P L A N N E R

Plan a complete 7-day email sequence for subscribers who downloaded my free guide "[LEAD MAGNET TITLE]." My audience: [PASTE IDEAL CUSTOMER PROFILE]. My premium product: [PREMIUM PRODUCT NAME] priced at \$[PRICE]. My affiliate tools to mention naturally: [LIST YOUR AFFILIATE TOOLS]. For each of the 7 emails provide: Send day (Day 0 through Day 6), subject line (3 options each), preview text (1 option), the main teaching point or strategy, which affiliate tool (if any) to introduce naturally, and the call to action. The sequence should: Deliver genuine value in every email. Build naturally toward introducing the premium product by Day 6. Feel like a mini-course, not a sales campaign.

 **Tip:** Map your affiliate tools to the emails where they're most contextually relevant. GetResponse belongs in the email automation email. OptimizePress belongs in the landing page email. GreenGeeks belongs in the website setup email.

Step 3 — Set Up Your Autoresponder in GetResponse

1. Log into GetResponse → go to your list → click Autoresponders → Create Autoresponder
2. Set Day 0 — paste your welcome email subject line and body — save
3. Repeat for each day — Day 1 through Day 6 — setting the correct send day for each
4. Important: Use `[[firstname]]` for first name personalization and `[[remove]]` for unsubscribe links in GetResponse's legacy HTML editor
5. Test by signing up with your own email address and confirming you receive Day 0 immediately

GETRESPONSE HTML EDITOR NOTE

If using the HTML editor in GetResponse, avoid `rgba()` colors, linear-gradient CSS, and `{{contact.first_name}}` tags. Use `[[firstname]]` and `[[remove]]` instead. These are GetResponse's legacy personalization tags and they work correctly in all email clients.

Module Completion Checklist

- ☐ Day 0 welcome email written
 - ☐ 7-day nurture sequence mapped
 - ☐ All 7 emails loaded into GetResponse
 - ☐ GetResponse tags and links verified
 - ☐ Test signup completed and Day 0 email received
-

M O D U L E 5

Your Traffic System

Generate leads with multiple traffic sources · all written by AI

Work through this module completely before moving to the next. Each module builds on the last.

Traffic is the one variable that determines how fast everything else grows. This module covers four traffic sources — Facebook ads, solo ads, Herculist, Bing Ads, and organic social — with AI prompts for every piece of copy you need.

Traffic Source Comparison

Source	Cost	Speed	Quality	Best For
Facebook Lead Ads	\$3-8/lead	Medium	Medium-High	Scalable long-term traffic
Solo Ads (Udimi)	\$0.35-0.60/click	Fast	Medium	Quick list building
Herculist	Free	Medium	Variable	Free broadcast traffic
Bing Ads	\$0.20-0.60/click	Fast	Medium-High	Lower cost search traffic
Organic Posts	Free	Slow	High	Long-term brand building

Facebook Ad Copy

Your Facebook ad has three key elements: the primary text, the headline, and the description. AI can write all three in multiple variations for split testing.

AI PROMPT — FACEBOOK AD COPY — PAIN POINT VERSION

Write a Facebook lead generation ad for my free guide "[LEAD MAGNET TITLE]" targeting [IDEAL CUSTOMER DESCRIPTION], ages [AGE RANGE], interested in [INTERESTS]. Write the Pain Point version: PRIMARY TEXT (150-200 words): Lead with the frustration this audience feels. Validate their experience. Present the free guide as the solution. End with a clear CTA. HEADLINE (under 40 characters): State the biggest benefit. DESCRIPTION (under 30 characters): A supporting benefit. CTA BUTTON: Choose from Download / Learn More / Sign Up. Rules: No exclamation marks in the headline. No ALL CAPS. No claims of specific income. Write conversationally.

 **Tip:** Write all three ad versions (pain point, curiosity, social proof) before launching. Run them simultaneously with a \$5-10/day budget and let Facebook find the winner. Set up Facebook Lead Ads format to collect leads without sending people to your website.

Solo Ads — Udimi

Solo ads are emails sent by third-party vendors to their email list on your behalf. Udimi is the primary marketplace for buying solo ad traffic. Your 33% opt-in rate from solo ads proves this traffic source works for this offer.

AI PROMPT — SOLO AD SWIPE COPY

Write a solo ad email swipe for my free guide "[LEAD MAGNET TITLE]." This email will be sent by a solo ad vendor to their list of people interested in [NICHE]. Write the complete email including: SUBJECT LINE: 4 options (curiosity, benefit, social proof, problem-focused). EMAIL BODY (250-350 words): Open with the reader's pain or a bold claim. Build credibility without being braggy. Describe what's inside using bullet points. Create urgency naturally. Clear CTA with the URL: [YOUR LANDING PAGE URL]. P.S. line that reinforces the main benefit. PREVIEW TEXT: 2 options. Write in a warm, peer-to-peer tone. Avoid hype, income claims, and overused phrases.

 **Tip:** Give this swipe to your Udimi vendor in the order notes. Start with a 100-click test order from a vendor with 4.5+ stars and 50+ reviews in the biz opp or MMO niche. Your proven opt-in rate of 33%+ means this traffic source is validated for this offer.

Udimi — Solo Ad Marketplace

The recommended solo ad platform. Filter by niche (MMO, biz opp), minimum rating (4.5+), and minimum reviews (50+). Start with 100 clicks to test before scaling.

<https://udimi.com>

Herculist — Free Traffic Source

Herculist is a free traffic platform where you can send broadcast emails to their member list. It's one of the best free traffic sources available and requires no ad spend.

HOW HERCULIST WORKS

Create a free or paid account at Herculist. Compose a broadcast email using your solo ad swipe copy as a starting point. Send to their member list. Plain text emails typically deliver better than HTML. You can broadcast on a regular schedule to keep traffic flowing at zero cost.

Herculist

Free traffic platform — send broadcast emails to their member list at no cost. Use your solo ad swipe copy as the starting point. Plain text format recommended for better delivery.

<https://herculist.com/members/powerhub.cgi?autopayd>

Bing Ads — Lower Cost Search Traffic

Microsoft Advertising (Bing Ads) typically costs 30-60% less per click than Google Ads and reaches an audience that skews older and higher income — which aligns well with the typical buyer for this offer. If you have run Bing Ads before, this is worth testing.

AI PROMPT — BING SEARCH AD COPY

Write search ad copy for Microsoft Advertising (Bing Ads) for my free guide "[LEAD MAGNET TITLE]." Target keywords: [LIST 5-10 KEYWORDS your audience would

search]. Write 3 complete ads each including: HEADLINE 1 (30 characters max): Lead with the core benefit. HEADLINE 2 (30 characters max): Include a differentiator. HEADLINE 3 (30 characters max): Include a CTA. DESCRIPTION 1 (90 characters max): Expand on the main benefit. DESCRIPTION 2 (90 characters max): Address a common objection or add urgency. Final URL: [YOUR LANDING PAGE URL]. Rules: No income claims. No superlatives like "best" without proof. Include the keyword naturally in at least one headline.

 **Tip:** Start with a \$5-10/day budget. Target keywords like "lead generation tips," "how to get more leads online," and "digital product business." Bing Ads requires a Microsoft Advertising account at ads.microsoft.com.

BING ADS SETUP TIP

Create your Microsoft Advertising account at ads.microsoft.com. Your existing Facebook ad copy can be adapted for Bing search ads. Direct traffic to autosellingmachines.com — the same landing page converting at 33% from solo ad traffic.

Organic Facebook Page Posts

AI PROMPT — FACEBOOK PAGE POST GENERATOR

Write 5 Facebook page posts for [YOUR BRAND NAME] to post over 10 days promoting my free guide "[LEAD MAGNET TITLE]." My audience: [IDEAL CUSTOMER DESCRIPTION]. Landing page: [YOUR URL]. Write these 5 post types: 1. PAIN POINT POST — lead with a frustration, end with the free guide as the solution 2. FREE TRAFFIC TIP POST — share one actionable tip from the guide, end with a soft mention 3. EDUCATIONAL POST — explain a key concept, end with the guide link 4. EBOOK COVER SHARE — share the cover image and a brief description 5. ENGAGEMENT QUESTION POST — ask a genuine question your audience debates, invite comments, no link. Rules: Each post 100-200 words. Write conversationally. Use line breaks for readability. Include relevant emoji naturally.

 **Tip:** Post every 2 days — not all at once. Facebook rewards consistent posting over time. Reply to every comment within 24 hours to boost organic reach.

Module Completion Checklist

- ☐ Facebook ad version drafted
 - ☐ Solo ad swipe created
 - ☐ Herculist broadcast sent
 - ☐ Bing Ads account set up (if using)
 - ☐ Organic post set written
 - ☐ Traffic test plan selected and first test ordered
-

M O D U L E 6

Your Automation Setup

Connect Facebook Lead Ads to GetResponse automatically using Make.com

Work through this module completely before moving to the next. Each module builds on the last.

This module documents the exact automation setup that connects your Facebook Lead Ads form to your GetResponse email list — so every lead flows in automatically and triggers your welcome email sequence without any manual work.

Make.com (Free Plan)

The automation platform that connects Facebook Lead Ads to GetResponse. Free plan handles up to 1,000 operations per month — more than enough to start. Sign up through this link to support this system:

<https://www.make.com/en/register?pc=mihbiz>

GetResponse

Your email marketing platform. Handles list management, autoresponders, and subscriber segmentation.

<https://www.getresponse.com?a=xNXyRjeyTf>

Step-by-Step Make.com Setup

Follow these steps exactly in order. The most common mistake is connecting Facebook before granting CRM access — do Step 1 first.

STEP 1 — Grant Make.com CRM Access in Facebook

6. Go to business.facebook.com → Settings → Lead Access
7. Select your Facebook page
8. Click Customize Access → Confirm
9. Click the CRMs tab → Assign CRM
10. Search for and add Make — this grants Make permission to access your leads

CRITICAL — DO THIS FIRST

Do this BEFORE connecting Facebook in Make.com. Skipping this step causes the [400] missing permissions error that blocks the entire setup. If you already hit this error, go to Facebook Lead Access, remove Make, re-add it, then delete your Facebook connection in Make.com and recreate it.

STEP 2 — Build Your Scenario in Make.com

11. Create a free account at [make.com/en/register?pc=mihbiz](https://www.make.com/en/register?pc=mihbiz)
12. Click Open Scenario Builder → click the + circle

13. Search for Facebook Lead Ads → select New Lead (Instant)
14. Click Create a webhook and name it — e.g. "ASM Lead Webhook"
15. Under Connection, click Add and connect your Facebook account — grant ALL permissions
16. In the Page field, type your page name or use ID Finder to select it
17. Select your lead form from the Form dropdown — leave Fields blank
18. Click Save

STEP 3 — Add GetResponse as the Action

19. Click the + after the Facebook module on the canvas
20. Search for GetResponse → select Create a Contact
21. Click Create a Connection → enter your GetResponse API key
22. (Get API key: GetResponse → Profile → Integrations & API → API → Generate API Key)
23. Select your list from the Campaign ID dropdown
24. Map Email from Facebook to Email in GetResponse
25. Map Full Name from Facebook to Name in GetResponse
26. Set Day of Cycle to 0 — this triggers the Day 0 welcome email immediately
27. Click Save

STEP 4 — Test and Activate

28. Turn on "Immediately as data arrives" toggle at the bottom of the canvas
29. Go to developers.facebook.com/tools/lead-ads-testing
30. Select your page and form → click Create lead
31. Click Track status — it should show Success
32. Turn your scenario On using the main toggle
33. Save the scenario

YOU'RE DONE

From this point every real person who submits your Facebook lead form will automatically appear in your GetResponse list and receive your Day 0 welcome email within minutes — with no manual work required.

Troubleshooting Common Make.com Issues

Problem	Fix
[400] Missing Permissions Error	Go to Facebook Lead Access → remove Make → re-add Make → then delete and recreate the Facebook connection in Make.com. Do Step 1 (CRM access) before reconnecting.
Scenario stops working after Facebook	Delete the existing Facebook connection in

reconnect	Make.com. Create a new one. Re-select your page and form. Leave the Fields section blank when setting up. Test again.
Leads not appearing in GetResponse	Check the Day of Cycle field — it must be set to 0. Check that the correct list is selected in the Campaign ID field. Run a test lead to confirm the mapping is working.
Test lead shows "Email is blocked"	This is normal when using the Facebook test tool with test@meta.com. Real subscriber emails work correctly. This is not an error in your setup.
Scenario shows Error status	Click on the failed scenario run to see the error message. Most errors are either permissions issues (Step 1 fix) or field mapping issues (re-check email and name mapping).

Module Completion Checklist

- ☐ CRM access granted in Facebook Lead Access
 - ☐ Make.com webhook created
 - ☐ Facebook page and form selected
 - ☐ GetResponse API key connected
 - ☐ Email and name mapping completed
 - ☐ Day of Cycle set to 0
 - ☐ Test lead submitted and tracked successfully
 - ☐ Scenario turned On and saved
-

M O D U L E 7

Your Monetization & Launch Strategy

List on WarriorPlus, recruit affiliates, and build your product ladder

Work through this module completely before moving to the next. Each module builds on the last.

You have a product. You have a system. Now you need buyers — and the fastest way to get buyers in the digital product space is to put your product in front of other people's audiences through affiliate marketing on WarriorPlus and JVZoo.

Understanding the Product Funnel

The most profitable digital product businesses use a multi-tier funnel where each product naturally leads to the next.

Product Tier	Price Range	Purpose
Free Lead Magnet	Free	Builds your email list — the foundation of everything
Front End Product	\$17-\$27	Low barrier entry — introduces buyers to your world
OTO (One Time Offer)	\$37-\$47	Shown immediately after purchase — higher value upgrade
Downsell	\$27-\$37	Shown if OTO is declined — captures fence-sitters
Bonus Bundle Add-On	\$15-\$27	Sold separately or via email to buyers who took the downsell — lower price, fast yes
Premium Coaching/Course	\$97-\$297	High ticket back end — add when you're ready

Listing on WarriorPlus — Step by Step

34. Log into warriorplus.com → go to Seller → Products → Add Product
35. Product name: your ebook title
36. Price: \$17 (front end) or \$37/\$47 (OTO)
37. Product type: Digital Download / Ebook
38. Set your delivery URL — your thank you/download page URL
39. Set affiliate commission: 75% for front end, 50% for OTO — this attracts serious affiliates
40. Write your JV/affiliate page — this is what affiliates read when deciding whether to promote you
41. Submit for approval — WarriorPlus reviews new products before they go live
42. After approval: list on the marketplace and set your JV page URL in offer settings

The Direct Sales Page Strategy

In addition to the standard funnel, create a standalone direct sales page for your \$47 product. This page sells the product directly to cold traffic without requiring them to go through the front end first. Use it for:

- Bing Ads traffic — send searchers directly to the \$47 offer
- Email broadcasts — link directly when emailing buyers who already trust you
- Affiliate promotion — give affiliates an alternative link for different audiences
- Social media — share the direct page when your audience is already warmed up

AI PROMPT — DIRECT SALES PAGE HEADLINE

Write 5 headline options for a standalone sales page for my digital product "[PRODUCT NAME]" priced at \$[PRICE]. The product helps [IDEAL CUSTOMER] [ACHIEVE RESULT] using AI. Write headlines that: Lead with what the buyer gets or becomes (not who created it), create curiosity or urgency, and would make a skeptical visitor want to keep reading. Include a white line and orange accent line for each option as a two-line headline format.

 **Tip:** The best direct sales page headlines are buyer-centered — "Build Your Digital Product Business with AI" outperforms "How I Built a Digital Product Business with AI."

Writing Your JV Page with AI

AI PROMPT — JV / AFFILIATE RECRUITMENT PAGE

Write a JV (Joint Venture) affiliate recruitment page for my digital product "[PRODUCT NAME]" listed on WarriorPlus. Product details: Front end price: \$[PRICE] at [COMMISSION]% commission. OTO price: \$[OTO PRICE] at [OTO COMMISSION]% commission. Niche: [YOUR NICHE]. Target audience: [IDEAL CUSTOMER DESCRIPTION]. What it does: [BRIEF DESCRIPTION]. Write the complete JV page including: 1. HEADLINE — attention-grabbing, benefit-focused for affiliates 2. AFFILIATE DETAILS AT A GLANCE — platform, approval type, response time, best audience 3. FUNNEL BREAKDOWN — all products with commission amounts 4. IDEAL BUYER PROFILE — who converts best 5. EMAIL SWIPE COPY — 2-3 ready-to-use email angles 6. HOW TO GET AFFILIATE LINK — clear instructions 7. CONTACT INFORMATION.

 **Tip:** Your JV page is your pitch to affiliates. Be honest about EPC if you have data. If you don't have data yet, say so — affiliates respect transparency from new vendors.

Setting Your Affiliate Commission Strategy

- Front end (\$17): Set commission at 75% — high front end commissions attract the best affiliates. Your profit comes from the OTO and back end.
- OTO (\$47): Set commission at 50%. This is where you make your margin while still rewarding affiliates.
- Downsell (\$37): Set commission at 50%. Affiliates get rewarded even when buyers don't take the full OTO.
- Bonus Bundle (\$15): Set commission at 50%. Small add-on but still rewards affiliates who drive buyers through your email sequence.

THE 75% FRONT END STRATEGY

Many top WarriorPlus vendors give 75-100% commission on the front end product. They make minimal profit on the initial sale but gain a buyer — someone who has proven they will spend money. The OTO and back end is where the real profit comes from. This strategy attracts the biggest affiliate promoters.

Module Completion Checklist

- ☐ Funnel prices chosen
 - ☐ WarriorPlus listing steps completed
 - ☐ Direct sales page created
 - ☐ JV page created and live
 - ☐ JV page URL added to WarriorPlus offer settings
 - ☐ Affiliate swipe copy written
 - ☐ Banner creatives created in ChatGPT/DALL-E
 - ☐ 30-day launch plan scheduled
-

Your Next Steps

You now have the complete system — every module, every prompt, every step — to build a fully automated digital product business powered by AI.

The difference between people who build successful digital product businesses and people who don't is not talent, knowledge, or even time. It is execution. The system only works if you work it.

Your 30-Day Launch Plan

Week 1 — Build Your Product

- Define your ideal customer and offer statement (Module 1)
- Create your lead magnet using the AI prompts (Module 2)
- Write your ebook outline and first three chapters (Module 2)
- Use ChatGPT/DALL-E to create your product cover image

Week 2 — Build Your System

- Complete your ebook and create the premium edition
- Build your landing page and legal pages (Module 3)
- Write and load your 7-day email sequence into GetResponse (Module 4)

Week 3 — Build Your Traffic

- Set up your Facebook ad campaign (Module 5)
- Set up your Make.com automation (Module 6)
- Send your first Herculist broadcast (Module 5 — free traffic)
- Post your first 5 organic Facebook posts
- Place your first solo ad test on Udimi — 100 clicks

Week 4 — Launch and Monetize

- List your product on WarriorPlus (Module 7)
- Create your JV page and begin affiliate outreach
- Review your first week of data and optimize
- Consider testing Bing Ads as a lower-cost traffic source
- Plan your bonus bundle add-on or next product

Your automated digital product business starts with the first prompt you run. Start today.

Appendix A — Make Your AI Outputs Stronger

Use this formula any time an AI response feels generic: add context, specify the audience, define the desired output format, ask for stronger examples, and request a rewrite in your brand voice. Better prompts come from better constraints.

Problem	Better Prompt Move
If the output is vague	Ask for real examples, named scenarios, and a version written for a skeptical beginner.
If the tone feels flat	Tell the AI who is speaking, what authority level to use, and what emotional tone should come through.
If the result is too long	Request a shorter version with sections, bullets, and a clean final answer only.
If the result is too short	Ask it to expand one section at a time and add examples, objections, and action steps.
If the copy sounds generic	Paste your brand language or best-performing copy and ask the AI to mirror the style without copying the text.
If Claude and ChatGPT give different quality results	Use Claude for long-form writing and reasoning. Use ChatGPT for quick iterations and image generation. The right tool for the right task matters more than which model you prefer.

Appendix B — Launch Asset Checklist

Before you switch on traffic, make sure the following assets actually exist and are ready for use.

Pre-Traffic Readiness List

- ☐ Lead magnet PDF and download delivery link
 - ☐ Premium offer PDF and checkout description
 - ☐ Landing page headline, bullets, CTA, and trust line
 - ☐ Thank-you page and download page
 - ☐ Privacy policy and terms page links
 - ☐ Welcome email and 7-day nurture sequence loaded in GetResponse
 - ☐ Facebook ad copy, solo ad swipe, and organic post set
 - ☐ Herculist account set up and first broadcast ready
 - ☐ Make.com scenario tested from form submission to Day 0 email
 - ☐ WarriorPlus listing details, pricing, and delivery setup
 - ☐ JV page live with swipe copy and affiliate tools
 - ☐ Product cover image created (ChatGPT/DALL-E)
 - ☐ Banner creatives created for affiliates (ChatGPT/DALL-E)
 - ☐ Direct sales page created for cold traffic
-

Appendix C — Recommended Tools & Affiliate Links

These are the exact tools used to build this system. Where available, affiliate links are provided — using them costs you nothing and supports the continued development of this content.

Email Marketing

GetResponse (Recommended)

Used for list management, autoresponders, and automation workflows. The free plan allows up to 500 contacts. Paid plans start at a low monthly rate and include automation features.

<https://www.getresponse.com?a=xNXYRjeyTf>

AWeber (Alternative)

A solid alternative to GetResponse with a generous free plan. Good for beginners who prefer a simpler interface.

<https://mihbiz.aweber.com>

Website & Landing Pages

OptimizePress

The recommended landing page and sales page builder for WordPress. Used to build all the sales pages, thank you pages, and opt-in pages in this system.

<https://www.optimizepress.com/?fpr=michael12>

GreenGeeks (Web Hosting)

Reliable and affordable WordPress hosting. Recommended for new digital product businesses — good performance, easy WordPress installation, and environmentally friendly.

<https://www.greengeeks.com/track/mihbiz>

Traffic

Udimi — Solo Ads

The recommended solo ad marketplace. Filter by niche, rating, and review count before ordering. Start with 100 clicks from a 4.5+ star vendor in the MMO or biz opp niche.

<https://udimi.com>

Herculist — Free Traffic

Free traffic platform — send broadcast emails to their member list at zero cost. Use your solo ad swipe copy as a starting point. Plain text format recommended.

<https://herculist.com/members/powerhub.cgi?autopayd>

Automation

Make.com

Used to connect Facebook Lead Ads to GetResponse automatically. The free plan handles up to 1,000 operations per month — sufficient to start. Essential for the Module 6 automation setup.

<https://www.make.com/en/register?pc=mihbiz>

Sales Platforms

Platform	Best For	Link
WarriorPlus	MMO / biz opp digital products. Strong affiliate marketplace.	warriorplus.com
JVZoo	Digital products across multiple niches. Large affiliate network.	jvzoo.com
Stripe	Direct payment processing. Used for checkout on all products.	stripe.com

Image Generation

ChatGPT + DALL-E

The recommended tool for all image creation — product covers, mockups, banner ads, social media graphics. Claude does not generate images. Use ChatGPT with DALL-E for all visual creative work.

chat.openai.com

Launch Readiness Scorecard

Use this page to assess whether your business is ready for real traffic. A score of 3 means complete and tested, 2 means drafted but not tested, and 1 means not started.

Area	Score Yourself (1-3)		
Offer clarity and product promise	1	2	3
Lead magnet and opt-in path	1	2	3
Email sequence and delivery links	1	2	3
Automation and lead flow testing	1	2	3
Traffic assets created and ready	1	2	3
WarriorPlus listing and JV page live	1	2	3
Product cover and banner images created	1	2	3
Direct sales page created	1	2	3

If any area scores 1 — fix it before switching on paid traffic. Paid traffic to a broken or incomplete funnel is wasted money.