

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*

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.

*This is not theory. This is the exact system built and documented by Clarence Michaels of Auto Selling Machines — every tool, every prompt, every step — so you can replicate it in your own business starting today.*

## What's Inside This System

- Module 1 — Your Brand & Product Foundation
- Module 2 — Building Your Digital Product with AI
- Module 3 — Your Lead Generation Hub
- Module 4 — Your Automated Email Machine
- Module 5 — Your Traffic System
- Module 6 — Your Automation Setup (Make.com)
- Module 7 — Your Monetization & Launch Strategy
- PLUS: Complete AI Prompt Library — every prompt in one place

### HOW TO USE THIS SYSTEM

*Work through each module in order. Don't skip ahead. Each module builds on the last. By the time you complete Module 7 you will have a fully operational digital product business — not just knowledge about one.*

# Introduction: Why AI Changes Everything

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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 needed to learn all of those skills yourself.

AI changes all of that. With the right prompts and the right workflow, a single person can now build in days what used to take a team months. Every piece of this system — the ebook, the landing page, the email sequences, the ad copy, the legal pages, the social media posts — was built using AI.

This guide documents every step of that build. More importantly, it gives you the exact prompts used at each stage so you can replicate the entire system for your own product in any niche.

## The AI Tools This System Uses

This system was built primarily using Claude (claude.ai) and ChatGPT. Both work for every prompt in this guide — use whichever you prefer or have access to. The prompts are designed to be tool-agnostic.

For automation we use Make.com — the free plan handles everything you need to get started.

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### Claude AI

Used for long-form content, ebook writing, email sequences, legal pages, and detailed copy. Excellent for nuanced, context-aware writing.

[claude.ai](https://claude.ai)

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### ChatGPT

Used for quick copy variations, brainstorming, and social media content. Great for fast iterations.

[chat.openai.com](https://chat.openai.com)

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### Make.com (Affiliate Link)

Used for connecting Facebook Lead Ads to GetResponse automatically. Free plan available. Sign up through our link and support this system.

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



## M O D U L E 1

# Your Brand & Product Foundation

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


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: 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.*


## 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 — your landing page, your ads, your emails, your social posts — flows from this statement.

### AI PROMPT: 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. It doesn't need to be clever — it needs to be clear.

#### AI PROMPT: 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] - Are not already major brands (avoid names that sound like existing companies) For each name provide: the name, why it works, and what domain extension you'd recommend (.com, .co, etc.) Then pick your top 3 and explain which one you'd choose and why.

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

## M O D U L E 2

# Building Your Digital Product with AI

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


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. Before you write a single word, use AI to validate the concept.

### 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 - 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.*


## 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] — write as if a knowledgeable friend is giving advice - Include: an introduction explaining what they'll get, the main content (steps/items/sections), 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.

### Step 3 — Create Your Premium Ebook

Your premium ebook is the paid product — a deeper, more comprehensive version of the transformation your lead magnet promises. Where the lead magnet gives them a taste, the ebook gives them the full system.


#### 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 OF LEAD MAGNET CONTENT] The ebook should go deeper and broader than the lead magnet. Create a complete ebook outline with: - A compelling introduction that hooks the reader and promises a transformation - 6-8 main chapters/sections, each covering a distinct strategy or step - 2-3 sub-points under each main section - A conclusion with a clear action plan - A recommended tools/resources section at the end For each chapter write a one-paragraph description of what it covers and why it matters to the reader. The ebook should take someone from [STARTING POINT] to [END RESULT] in [TIME FRAME].

 **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 than trying to write the whole ebook in one prompt.

#### 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 OF WHAT'S BEEN COVERED SO FAR] Requirements: - Length: 600-900 words - Tone: [conversational/authoritative/friendly] - Include: a strong opening hook, the main content with clear actionable steps, at least one real-world example or scenario, and a transition to the next chapter - End with a "Chapter Action Step" — one specific thing the reader should do right now - Write for a beginner — clear, simple language, no jargon Do not use filler phrases like "in today's fast-paced world" or "in conclusion."


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

### Step 4 — Write Your Product Descriptions

You'll need product descriptions for Stripe, WarriorPlus, JVZoo, and your sales pages. One prompt generates all versions.

**AI PROMPT: PRODUCT DESCRIPTION GENERATOR**

Write product descriptions for my digital ebook "[EBOOK TITLE]" priced at \$[PRICE]. The ebook helps [IDEAL CUSTOMER] achieve [RESULT] in [TIME FRAME] 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 sending to existing list) For each version: write as if the reader is skeptical and needs to be convinced this is worth their time and money.

 **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 your product.*

## M O D U L E 3

## Your Lead Generation Hub


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

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 (use this formula: "Get [Free Resource] and [Achieve Result] in [Time Frame] — Even If [Common Objection]") — write 5 variations 2. SUBHEADLINE — one sentence that expands on the headline promise (3 variations) 3. BULLET POINTS — 4-5 benefit-focused bullets starting with action verbs, each describing what they'll learn or gain 4. SOCIAL PROOF LINE — one line establishing credibility ("Join 1,000+ entrepreneurs who..." or similar) 5. CALL TO ACTION BUTTON TEXT — 3 options (e.g. "Send Me the Free Guide!") 6. TRUST LINE — one line below the button addressing their biggest objection to signing up ("No spam. Unsubscribe anytime.") 7. THANK YOU PAGE HEADLINE — what appears immediately 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.


### 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 with these details: 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 and AWeber Payment processor: Stripe Analytics/tracking: Facebook Pixel, Google Analytics Affiliate marketing: Yes — I use affiliate links in my products

and emails Customer locations: United States, UK, EU (GDPR), Canada (PIPEDA) Include sections covering: data collection, how data is used, email marketing and unsubscribing, third party services, cookies and tracking, Facebook Pixel disclosure, affiliate disclosure, user rights (GDPR/PIPEDA/CCPA), data retention, children's privacy, and contact information. Format it professionally with numbered sections and clear headings. Write in plain English — avoid legal jargon where possible.

 **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 with these details:  
Business name: [YOUR BUSINESS NAME] Legal entity: [YOUR LEGAL ENTITY NAME]  
Website: [YOUR WEBSITE URL] Products: Digital ebooks, guides, and online courses priced \$17-\$47 Payment processor: Stripe (customers may see [LEGAL ENTITY] on their statement)  
Refund policy: No refunds on digital downloads once accessed Affiliate links: Yes — in products and emails Results disclaimer: Educational products only, results not guaranteed  
Include sections covering: acceptance of terms, digital products and no-refund policy, intellectual property, affiliate disclosure, earnings disclaimer, payment and billing, disclaimer of warranties, limitation of liability, governing law, and contact information. Make it firm but professional — not aggressive. Write in plain English.

 **Tip:** The earnings disclaimer is particularly important for products in the make money online or business niche. Make it honest and specific — vague disclaimers don't protect you.

## M O D U L E 4

# Your Automated Email Machine

*Write and set up your complete email sequences using AI*


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.

### AI PROMPT: WELCOME EMAIL WRITER

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 that doesn't sound like every other thank you email - Deliver the download link clearly and prominently - Set expectations for the next 7 days ("over the next week I'll send you...") - End with one specific action they should take today from the guide - Include a P.S. that mentions the premium upgrade naturally and without pressure 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 for those who want more.

## Step 2 — Write Your 7-Day Nurture Sequence

### AI PROMPT: 7-DAY EMAIL SEQUENCE PLANNER

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 each) - The main teaching point or strategy for that email - Which affiliate tool (if any) to introduce naturally in that email - The call to action The sequence should: - Deliver genuine value in every email — never be purely promotional - Build naturally toward introducing the premium product by Day 6 - Introduce affiliate tools at the moment they're most relevant to the teaching - Feel like a mini-course, not a sales campaign Then write Email 2 in full as an example — complete with subject line, body, and signature.

 **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

Once your emails are written, loading them into GetResponse takes about 30 minutes. Here's the exact process:

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.*

## M O D U L E 5

# Your Traffic System

*Generate leads with Facebook ads, solo ads, and organic content — all written by AI*


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

## Facebook Ad Copy

Your Facebook ad has three key elements: the primary text (the main copy), the headline (below the image), 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 to click below. - HEADLINE (under 40 characters): State the biggest benefit of downloading - DESCRIPTION (under 30 characters): A supporting benefit or urgency line - 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 — this should sound like a real person, not an ad. Then write 2 alternative subject lines for the same angle.

 **Tip:** Write all three ad versions (pain point, curiosity, social proof) before launching. Run them simultaneously in the same ad set with a \$10/day budget and let Facebook find the winner.

### 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 email list of people interested in [NICHE]. The vendor's subscribers don't know me — this is cold traffic. Write the complete email including: - SUBJECT LINE: 4 options (one curiosity, one benefit, one social proof, one 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 the free guide using bullet points \* Create urgency or scarcity 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 — as if a friend is recommending something they found valuable. Avoid hype, income claims, and overused phrases like "game changer" or "life changing."

 **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.

## 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 of the guide 3. EDUCATIONAL POST — explain a key concept from your niche (what is a lead magnet, etc.) end with the guide link 4. SOCIAL PROOF POST — write using testimonial-style language about results people get (you can note these are illustrative) 5. ENGAGEMENT QUESTION POST — ask a genuine question your audience debates, invite comments, no link in this one Rules: Each post should be 100-200 words. Write conversationally. Use line breaks for readability. Include relevant emoji naturally (not excessively). End posts 1-4 with the URL.

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

## M O D U L E 6

# Your Automation Setup

*Connect Facebook Lead Ads to GetResponse automatically using Make.com*

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.

## The Tools You Need

### 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](https://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 BEFORE connecting Facebook in Make.com. Skipping this step causes the [400] missing permissions error that blocks the entire setup.*

### STEP 2 — Build Your Scenario in Make.com

11. Create a free account at [make.com/en/register?pc=mihbiz](https://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
15. Name it — e.g. 'ASM Lead Webhook'
16. Under Connection, click Add and connect your Facebook account — grant ALL permissions
17. In the Page field, type your page name or use ID Finder to select it
18. Select your lead form from the Form dropdown
19. Click Save

### STEP 3 — Add GetResponse as the Action

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

### STEP 4 — Test and Activate

29. Turn on Immediately as data arrives toggle at the bottom of the canvas
30. Go to [developers.facebook.com/tools/lead-ads-testing](https://developers.facebook.com/tools/lead-ads-testing)
31. Select your page and form → click Create lead
32. Click Track status — it should show Success (note: test@meta.com will show Email is blocked — this is normal, real emails work fine)
33. Turn your scenario On using the main toggle
34. 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.*

M O D U L E 7

# Your Monetization & Launch Strategy

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

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. Here is the funnel structure we recommend:

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 add-on
Downsell	\$27-\$37	Shown if OTO is declined — captures fence-sitters
Premium Coaching/Course	\$97-\$297	High ticket back end — add when you're ready

## Listing on WarriorPlus — Step by Step


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

## 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] - 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. PRODUCT OVERVIEW — what it is and why their audience will love it 3. FUNNEL BREAKDOWN — front end, OTO, downsell with commission amounts 4. WHY PROMOTE THIS — conversion stats if available, or compelling reasons 5. AFFILIATE TOOLS — list what you're providing (swipe copy, banners, email swipes) 6. HOW TO GET AFFILIATE LINK — clear instructions 7. CONTACT INFORMATION — how affiliates can reach you with questions Tone: Professional and enthusiastic. Affiliates are busy — get to the point quickly and show them the money.

 **Tip:** Your JV page is your pitch to affiliates. The most important number they look for is EPC (Earnings Per Click). Once you have sales data, add your EPC to the JV page — it dramatically increases affiliate recruitment.

### Setting Your Affiliate Commission Strategy

Commission rates determine how many affiliates will promote your product. Here is the strategy that works best in the MMO/biz opp niche:

- Front end product (\$17): Set commission at 75-100% — yes, give it all away. Your profit comes from the OTO and back end, not the front end. High front end commissions attract the best affiliates.
- OTO (\$37-\$47): Set commission at 40-50%. This is where you make your money while still rewarding affiliates generously.
- Downsell (\$27-\$37): Set commission at 50%. Affiliates get rewarded even when buyers don't take the full OTO.

#### THE 100% FRONT END STRATEGY

*Many top WarriorPlus vendors give 100% commission on the front end product. They make zero on the initial sale but gain a buyer — someone who has proven they will spend money. The OTO and back end is where the profit is. This strategy attracts the biggest affiliate promoters who can send thousands of clicks.*

# Your Next Steps

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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)

### 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 (Module 4)

### Week 3 — Build Your Traffic

- Set up your Facebook ad campaign (Module 5)
- Set up your Make.com automation (Module 6)
- Post your first 5 organic Facebook posts
- Place your first solo ad test on Udimi

### 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 ad data and optimize
- Plan your OTO and downsell products

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