

Chapter 10

Creating Your First Digital Product with AI



Turn Your Knowledge into Income—One Simple Step at a Time

Introduction

One of the most exciting opportunities that artificial intelligence offers is the ability to create digital products—even if you've never considered yourself creative or technically minded.

A digital product is something you create once and can sell or share many times. Unlike physical products, there is no inventory to store, no packaging, and no shipping costs.

With AI as your assistant, creating your first digital product is much

easier than it used to be.

You don't need to be a professional writer, graphic designer, or computer expert. AI can help you brainstorm ideas, write content, organise information, and even suggest attractive titles and layouts.

The goal of this chapter is not to make you an overnight entrepreneur. Instead, it is to show you that creating something useful is well within your reach.

What Is a Digital Product?

A digital product is any item that people can download or access online.

Examples include:

- eBooks
- Checklists
- Printable planners
- Budget worksheets
- Recipe collections
- Travel planners
- Prompt libraries
- Gardening guides
- Family history templates
- Simple online courses
- Printable calendars
- Home organisation guides

Many successful digital products solve one small problem very well.

Remember:

People don't buy information—they buy solutions.

Why AI Makes Creating Digital Products Easier



Before AI, creating an eBook or planner often required several different skills:

- Writing
- Editing
- Graphic design
- Research
- Formatting

Now AI can assist with each of these tasks.

For example, AI can help you:

- Generate ideas
- Create outlines
- Write first drafts
- Improve grammar
- Suggest titles
- Create checklists
- Design worksheets
- Produce marketing descriptions
- Brainstorm product names

Instead of replacing your knowledge, AI helps organise and present it professionally.

Your Experience Has Value

Many retirees underestimate how much useful knowledge they already possess.

Ask yourself:

- Have you mastered a hobby?
- Have you worked in a profession for many years?
- Have you solved problems others struggle with?
- Have you developed useful routines or systems?
- Have you learned valuable life lessons?

Every one of these experiences could become a helpful digital product.

Examples include:

- A beginner's gardening guide
- Easy knitting patterns

- Home maintenance checklists
- Fishing tips
- Birdwatching journals
- Family recipe collections
- Budget planning worksheets
- DIY repair guides
- Local travel itineraries

You don't need to be famous.

You simply need to be helpful.

Your First Digital Product Doesn't Need to Be Perfect



Many beginners delay getting started because they believe their first product must be exceptional.

It doesn't.

Your first product should simply be useful.

Remember:

Done is better than perfect.

Each product teaches you something new.

Example Project

Let's imagine you enjoy gardening.

You could ask ChatGPT:

"Help me create a beginner's guide to growing vegetables in small gardens in South Africa."

AI could help you produce:

- An outline
- Chapter ideas
- Seasonal planting tips
- Watering schedules
- Common mistakes
- Printable checklists

Within a few hours, you could have the foundation of a practical guide.

Another Example

Suppose you enjoy budgeting.

Prompt:

"Help me create a printable monthly household budget planner suitable for retirees."

AI could generate:

- Budget categories
- Savings trackers
- Bill payment pages
- Expense summaries
- Financial goals worksheets

(You've already seen how useful these planners can be.)

Keep It Small



One of the biggest mistakes beginners make is creating products that are too large.

Instead of writing a 200-page book, create:

- A 10-page guide
- A printable planner
- A checklist
- A worksheet
- A prompt library

Small products are easier to complete and often sell just as well.

A Simple Creation Process



Step 1: Choose one topic you know well.



Step 2: Ask AI to help organise your ideas.



Step 3: Create a simple outline.



Step 4: Expand each section.



Step 5: Edit everything carefully.



Step 6: Add worksheets or checklists.



Step 7: Save as a PDF.

Congratulations—you've created your first digital product!

Important Reminder

AI is an assistant—not the author of your life experiences.

Always:

- Read everything carefully.
- Add your own stories and examples.
- Check facts and figures.
- Make the product sound like you.

People value authenticity.

Practical Exercise

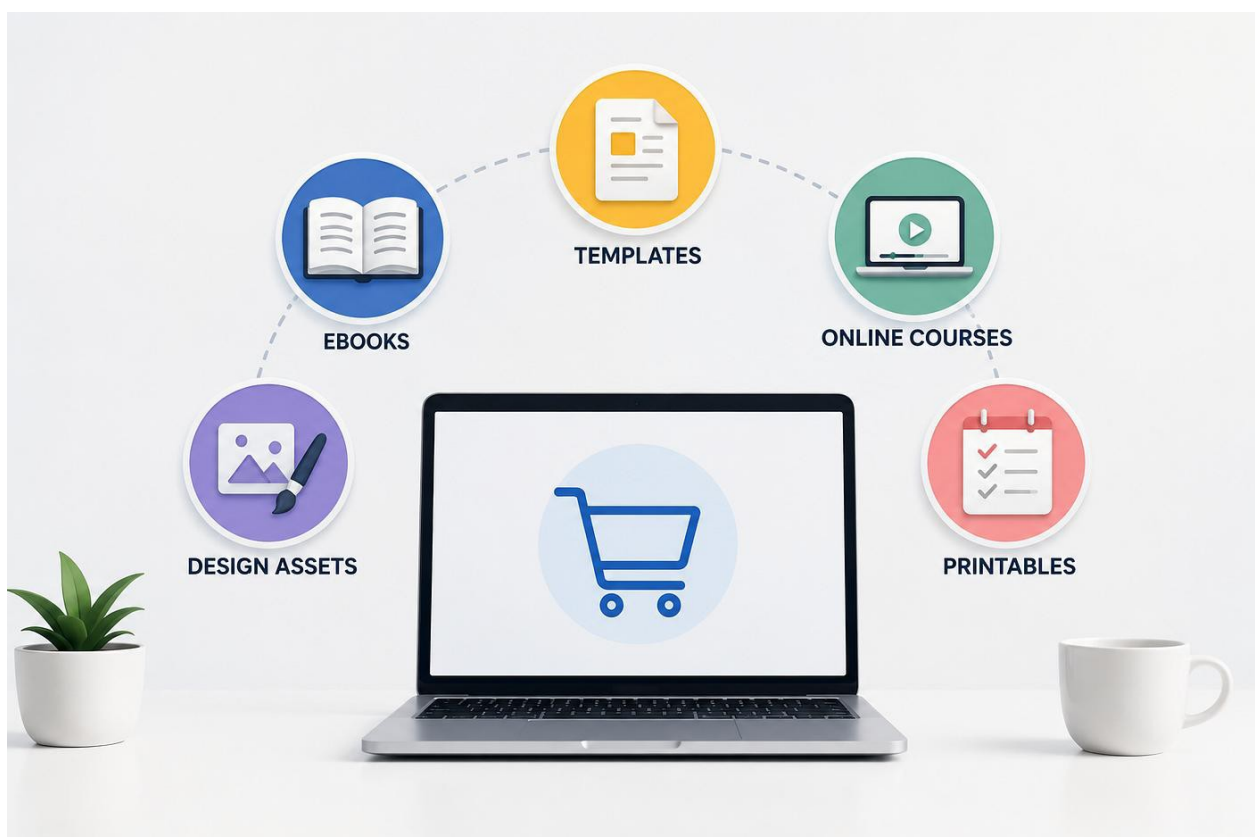
Take a few minutes to list five topics you know something about.

For each one, ask yourself:

- Could this help someone else?
- Could I explain it simply?
- Could AI help me organise it?

You may discover that you already have several product ideas.

Chapter Summary



In this chapter you've learned:

- ✓ What digital products are.

- ✓ Why digital products are ideal for retirees.
- ✓ How AI simplifies the creation process.
- ✓ Why your own experience is valuable.
- ✓ Why starting small is often the best approach.
- ✓ How AI can help transform your knowledge into something useful.

Remember:

You don't need to know everything. You only need to know enough to help someone take the next step.

Matt's Practical Tip

Don't wait until you think you have the perfect idea.

Choose one small topic, spend an afternoon working with AI, and create something useful. Your first digital product doesn't have to change the world—it simply has to help one person. Every successful creator started with a first project.

Quick Challenge

Open ChatGPT and type this prompt:

"Help me brainstorm 20 simple digital product ideas that a retired person could create using their life experience and knowledge. Suggest ideas that are practical, easy to make, and useful to other people."

Read through the list, circle your three favourites, and choose one to explore further this week.