

Practical Project

Create Your First AI-Assisted Digital Product

Project Goal

By the end of this project members will have created a simple digital product they can:

- Give away to build an email list
- Sell online
- Share with friends or family
- Use as the foundation for a small online business

It brings together almost everything they've learned in Tutorials 11–15.

Project Theme

Since the course is for retirees, let's keep it relevant.

Members will create a small guide called something like:

"10 Easy Ways to Save Time Every Week"

or

"My Favourite AI Prompts for Everyday Life"

or

"How AI Helps Me Stay Organised"

The topic can be anything you enjoy.

Step 1

Choose a Topic

Examples:

- ✓ Gardening
- ✓ Family Recipes
- ✓ Budgeting
- ✓ Local Travel
- ✓ Fishing
- ✓ Woodworking
- ✓ Bird Watching
- ✓ Genealogy
- ✓ Healthy Living
- ✓ Saving Money
- ✓ Organising Photos

The important lesson:

You don't have to be an expert.
You only need to know a little more than someone else.

Step 2

Ask AI for Ideas

Prompt:

Give me 20 ideas for a short guide about gardening for beginners

over 60.

AI produces ideas.

You chooses one.

Step 3

Create an Outline

Prompt:

Create an outline for a 12-page beginner guide called "Easy Gardening for Busy Retirees."

Step 4

Write Each Section

Students ask AI:

Write Chapter 1 in simple English.

Repeat.

Now you have a complete first draft.

Step 5

Improve the Writing

Use prompts like:

Rewrite this in a warmer, friendlier style.

or

Make this easier for beginners.

Step 6

Create Images

Use ChatGPT image generation or another AI image tool.

Prompt example:

Create a cheerful illustration of a retiree planting flowers in a sunny garden.

Step 7

Design the Guide

Use:

- Canva
- Microsoft Word
- Google Docs
- Open Office

Add

✓ Title

✓ Images

✓ Headings

✓ Page numbers

✓ Cover

Step 8

Create a Cover

Prompt:

Create a professional ebook cover for "Easy Gardening for Busy Retirees."

Step 9

Write a Description

Prompt:

Write a short description encouraging people to download this free guide.

Step 10

Share It

Students can:

- Email it
- Print it
- Upload it to a website
- Give it away as a lead magnet
- Sell it for a few dollars

Bonus Activity

Ask AI to produce:

- Facebook post
- Email
- Blog article
- Pinterest description
- YouTube description

all promoting the guide.

Now one product becomes lots of marketing content.

What Students Will Learn

By completing this project you will have practised:

- ✓ Brainstorming with AI
- ✓ Planning
- ✓ Writing
- ✓ Editing
- ✓ Proofreading
- ✓ Creating images
- ✓ Designing a PDF
- ✓ Writing marketing copy
- ✓ Creating social media posts
- ✓ Building confidence with AI

Final Checklist

You should be able to tick off:

- ☐ I chose a topic.
- ☐ I created an outline.
- ☐ I wrote every chapter.
- ☐ I improved the writing.
- ☐ I created images.
- ☐ I designed my guide.
- ☐ I created a cover.
- ☐ I saved it as a PDF.
- ☐ I wrote a description.
- ☐ I shared my first digital product.
- ☐ I now know I can create another one.