Simple, actionable steps to creating and publishing a product utilizing the digital work space.

Step 1:

start with a real problem, not just an idea

most products fail when they solve a problem no one cares about

1. write down the problem
2. identify who has the problem
3. check demand on google trends and browse amazon reviews
4. if demand is not present then rethink

2. sketch a simple solution

Don’t over design early

1. draw it on paper or use tools like figma
2. focus only on the core function
3. ask: what is the simplest solution that still works?

3. Validate before building

This step saves you money

1. show mock-ups to 10-20 potential users
2. ask for honest feedback

3. create a basic landing page using Shopify or Wix
4. collect emails and or pre-orders

4. Create a prototype

Now build a rough version.

1. Physical product → use local makers, 3D printing, or small batch suppliers
2. Digital product → build a minimum version (MVP)
3. Keep costs low—this is still testing

5. Find manufacturing (for physical products)

Start small

1. Use platforms like Alibaba or Thomasnet
2. Request samples before committing
3. Negotiate minimum order quantity (MOQ)
4. avoid ordering large inventory until you have proven demand

6. Set up sales channels

Pick one primary channel first:

1. Your own site (via Shopify)
2. Marketplaces like Amazon or Etsy
3. keep it simple and don’t try to be everywhere at once.

7. Price it properly

Common mistake: under-pricing.

1. Calculate total cost (production + shipping + fees)
2. Aim for healthy margins (typically 50%+ for physical goods)

3. Check competitors, but don’t blindly match

8. Launch with basic marketing

You don’t need fancy campaigns.

1. Post short videos on TikTok and Instagram
2. Show the problem → your solution → real use
3. Reach out to small influencers in your niche
4. Build an email list early
5. consistency beats perfection here

9. Get feedback and improve fast

Your first version won’t be perfect.

1. Read customer reviews closely
2. Fix the biggest complaints first
3. Iterate quickly instead of waiting for a “perfect” version

10. Scale only after proof

Once you have consistent sales:

1. Increase inventory gradually
2. Invest more in ads
3. Expand to new channels
4. scaling too Ealy is one of the fastest ways to lose money

A quick reality check

If you skip validation and jump straight to manufacturing, you’re basically gambling. The safest path is:

problem – validation = prototype – small launch – scale