

Content-to-Product Planner

Turn useful material you already own into a focused first product.

Type in the fields or print and write. Keep each entry focused and brief.

01 Start with your strongest material

Choose a small, related set of sources. More content is not automatically more value.

Source inventory

02 Choose one buyer and one task

Describe a specific person and a useful action they want to complete.

Who is this for?

What task should become easier?

03 Check rights and privacy

Permission to use material and permission to share private details are separate checks.

- ☐ I own the sources or have permission to adapt them.
- ☐ Private, client and identifying details are removed or authorized.

Permissions, edits or approvals still needed

04 Define a focused product

Match the format to the task. Describe a deliverable, not a guaranteed business result.

Chosen format

What will the buyer be able to make or do?

Planning worksheet, not a finished product. Review source rights, facts and buyer delivery.

Shape, review and prepare

Build the smallest useful version before adding more material.

Type in the fields or print and write. Keep each entry focused and brief.

05 Turn the sources into a clear structure

Plan the teaching sequence first. Place each exercise after the explanation it needs.

KEEP - useful material to retain

REMOVE - repetition, tangents or private details

REORDER - the steps the buyer should follow

ADD - missing explanations, examples or tools

06 Include an example and useful practice

Show what good work looks like, then help the buyer apply it to their own situation.

One worked example + one buyer exercise

FICTIONAL EXAMPLE

A copywriter adapts their own client-brief workshop notes into a guide for freelance copywriters. Show a vague website brief improved into a usable one, then ask the buyer to draft their own brief.

07 Review the content and delivery

Treat AI output as a draft. Resolve these checks before making an offer.

☐ Facts and claims checked

☐ Example details stay consistent

☐ Instructions agree across sections

☐ Buyer format and access checked

Offer + delivery next step

Planning worksheet, not a finished product. Review source rights, facts and buyer delivery.