

First Sale Beach Cheat Sheet

5 Steps to Your First Digital Product Sale — Free from Kai Mercer & Luna Voss

Luna Voss: 'Stop researching. Start shipping. Today.'

Kai Mercer: 'Shortest path from zero to live product. No detours.'

5 Steps — Do Today

Step 1: Pick your niche (15 min)

One person + one problem. Use picker below.

Step 2: Create one PDF with AI (2 hrs)

Outline 7 sections → draft → export. Good enough beats perfect.

Step 3: List on Gumroad (30 min)

Upload, \$12–\$17, 5 bullets, 3 preview images, Publish.

Step 4: Post one value thread on X (20 min)

5 tips solving part of the problem. Link in bio only.

Step 5: DM 5 engagers (30 min)

Personalized. Reference what they said. Offer TOC preview.

| Step | Time | Cumulative |
|---------------|--------|------------|
| 1. Niche | 15 min | 15 min |
| 2. Create PDF | 2 hrs | 2h 15m |
| 3. Gumroad | 30 min | 2h 45m |
| 4. X thread | 20 min | 3h 5m |
| 5. DMs | 30 min | 3h 35m |

Tools List (All Free Tier Works)

| Tool | Use for | URL |
|-------------------|-------------------------------|-----------------------------|
| ChatGPT or Claude | Outline, draft, edit content | chat.openai.com / claude.ai |
| Canva | Cover design + mockups | canva.com |
| Gumroad | Sell + deliver + email buyers | gumroad.com |
| Google Docs | Draft + spell check | docs.google.com |
| CapCut | Short video text overlays | capcut.com |
| ilovepdf.com | Merge PDFs | ilovepdf.com |

One-Page Niche Picker

Score each niche 1–5. Pick highest total. Under 15? Narrow audience.

| Niche | Gumroad or Reddit pro | Buyer clear? | 3-day build? | Price ok? | TOTAL |
|----------------------------|--------------------------|--------------|--------------|-----------|-------|
| Freelance invoicing | /5 | /5 | /5 | /5 | /25 |
| ADHD Notion planning | /5 | /5 | /5 | /5 | /25 |
| Real estate agent prompts | /5 | /5 | /5 | /5 | /25 |
| Etsy description templates | /5 | /5 | /5 | /5 | /25 |
| Parent meal prep system | /5 | /5 | /5 | /5 | /25 |

| | | | | | | |
|-------------------|----|----|----|----|----|-----|
| YOUR NICHE: _____ | /5 | /5 | /5 | /5 | /5 | /25 |
|-------------------|----|----|----|----|----|-----|

Product promise:

I help [SPECIFIC PERSON] solve [SPECIFIC PROBLEM] with a [TEMPLATE PACK / MINI GUIDE / PROMPT LIBRARY].

Red flags to ignore

- You need 10K followers first
- You need a perfect brand before launching
- You need 47 income streams
- Faceless YouTube is the only path
- The market is 'too saturated' (you have 0 views — that's not data)

Upgrade path

Ready for the full 14-day system with day-by-day tasks, ChatGPT prompts, and troubleshooting? Grab the First \$500 Playbook at influence.fivetoclose.cloud — \$9.99, 30-day guarantee.

Educational only. No income guaranteed. Not financial advice.