

5 Digital Products You Can Make This Weekend

FREE STARTER GUIDE · THE ONLINE MONEY LADDER

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Start here

Digital products are the new wave of making serious money online. One product, made once, sold again and again, with no stock, no shop and no boss.

If you're reading this, you're early. Don't lack.

You've thought about making money online. Maybe you've watched the videos, saved the posts, and still haven't started because you don't know what to sell, or you started and nothing happened.

This guide fixes both. In about 15 minutes you'll know:

1. Why your first £100 is much closer than it feels
2. Five digital product ideas anyone could make, whatever your age
3. How to pick the right one for you, using one question to Claude
4. The part nobody tells you: making the product is the easy bit
5. How much time this actually takes, and what to do with the time you've got
6. The three mistakes that stop most beginners before their first sale

Who I am. I've done this before. I built a paid mentorship from zero, with no ads and no big following to start with. Now I'm doing it again from £0 with digital products, in public, so you can watch every step. Day 1, my first guide went live. Day 3, my first sale, before I had a single follower. Day 4, this free guide went out and people started downloading it. Day 6, my website went live. Today I make easy to watch educational videos and short posts, and I've got automations running for Pinterest, Instagram, Threads, TikTok, YouTube and X, so my content goes out every day without me touching it. The feed is growing fast and people are coming in. This guide is the start of the exact system I'm using.

Read it once, then act. Open a note on your phone called "My Money Ladder" and write your answers in it as you go. Reading won't change anything. Doing one small thing today will.

Your first £100 is 7 people

Most people think making money online means going viral, building a huge following or spending money on ads. It doesn't.

Price of your product	Sales for your first £100
£2	50 sales
£15	**7 sales**
£25	4 sales

At £15, your first £100 is seven people. Not seven thousand followers. Seven people with a problem you can already help with.

Myth: you need money, followers and a special skill.

Truth: you need a phone, some time every day, and something you already know that other people are still struggling with.

You already know things that took you months or years to figure out. How you cook for a family on a budget. How you got into your industry. How you lost the weight, passed the exam or sorted your money out. Someone out there is stuck exactly where you used to be, and they'd happily pay £15 to skip the months it took you.

That's what a digital product is: **what you know, packaged so someone else can use it.**

5 products you can make this weekend

These are just examples off the top of my head, to show you how it works. A digital product is simply a guide that helps someone solve a real problem, sold as a PDF.

1	**How I lost 20kg without going to the gym** For anyone who wants to lose weight but hates the gym, can't afford it or doesn't have time.	£15 to £25
2	**How to make money online as a stay at home mum** For mums who want their own income around nap times and school runs.	£15 to £25
3	**Tips and tricks to save hundreds when booking holidays** For families, couples and anyone who wants more holiday for less money.	£9 to £19
4	**How to make money with digital products that help people** For anyone who wants a side income from what they already know.	£15 to £29
5	**How I passed my driving test first time** For learners, and the parents paying for their lessons, who want to pass without endless retests.	£9 to £15

The more you already know about something, the easier it is to package and sell. If you've lived it, you already have the steps, the mistakes to avoid and the shortcuts. That's exactly what people pay for.

Don't know much about it yet? That's fine too. Almost anything can become a product. With a few days of intense research, and Claude to help you, you can build a genuinely useful guide around a problem people have. If they see the value, they'll happily swap their money for it.

Why these sell: each one solves one clear problem that lots of people have. People don't buy information. They buy a shortcut to a result.

Find yours in 10 minutes

Answer these three questions in your note. Don't overthink them. Your first answer is usually the right one.

1. **What do people ask you for help with?** Friends, family, coworkers. What do they come to you for?
2. **What have you been through that others are still stuck in?** Lost weight, changed career, got out of debt, learned a skill.
3. **What are you better at than most people around you?** An app, a hobby, a type of work.

Draw a blank? Write down a problem you see people complain about all the time instead. You can research it and build the product from there.

Now copy this into Claude (free at claude.ai) with your answers filled in:

> **SAY THIS TO CLAUDE**
>
> I want to make a simple digital product to sell for around £15. People ask me for help with: [answer 1]. I've been through: [answer 2]. I'm better than most at: [answer 3]. Give me 5 product ideas based on this. For each one, tell me who would buy it and what problem it solves. Then tell me which one you'd pick for a complete beginner and why.

Pick one idea. Just one. Write it at the top of your note.

How to know it's a good pick: you could explain it to a friend in one sentence, you know enough to make it (or can research it in a few days), and you can picture the exact person who'd buy it.

Making it is the easy bit

Here's the part nobody tells you. With Claude, making your product takes a weekend. Anyone can do that bit now.

Getting it seen is the real job. Posting, replying to people, messaging the ones who engage, short videos, showing up every single day. That's where the money is, and it's where almost everyone gives up.

The work	Share of the job
Making the product	About 20%
Getting it in front of people	About 80%

So the question isn't "which apps do I need?" It's **"how much time and effort can I put in every day?"**

More time and effort means more results. That's just how it is. More platforms means more eyes on your product. But only if you can actually keep them all going. Five apps done badly for a week beats nothing, but one app done properly every day beats both.

Do what your time allows, then add more as it works:

Time you've got each day	What to run	What to expect
About 30 minutes	One platform, done properly. One post, as many replies as you can, and message everyone who engages.	Your first sales come from conversations. Slower to start, but it works, and it's where everyone begins.
1 to 2 hours	Add a short video a day. Same video on Instagram and TikTok.	Strangers start finding you, not just your followers. Sales get steadier.
Half a day or more	Everything, with a scheduling tool posting for you.	Your time goes on videos, replies and DMs, and the rest runs itself. This is what I'm doing right now.

Whichever row you're on, the system is the same. Rung 1 gets you set up and selling on it. Each rung after that adds the next layer.

Where you start: three free apps. Claude makes the product. Gumroad sells it and takes the payment. Threads brings the buyers, because it shows your posts and replies to people who don't follow you yet, even with 0 followers. That's enough to get paid. Everything else gets added as you climb.

Honest warning: Threads can feel slow in the first couple of weeks. A new account gets seen by a trickle of people, not a flood. That's normal, it's not a sign it isn't working, and most people quit right there. Keep posting, keep replying, keep messaging. The trickle turns into sales.

How the funnel works

I'm going to show you exactly what's happening to you right now, because it's the whole system.

1. VALUE
Free posts and videos that actually help. People start to trust you.

→

2. FREE GUIDE
Something genuinely useful for free. This guide is mine.

→

3. FIRST BUY
A small paid product for the people who want the full steps.

→

4. NEXT STEP
Buyers who get results come back for the next rung.

Nobody buys from a stranger. They buy from someone who's already helped them for free. That's why this guide is as useful as I could make it, and it's why your free posts have to be genuinely good, not teasers.

Build your own version of this. Daily posts that help, one free thing people can grab, one paid product, and a next step for the people who want more. You don't need all of it on day one. Rung 1 gets your first paid product live and selling. The rest comes with each rung.

Tools that save you time

You can do Rung 1 with free tools only. Claude, Gumroad and Threads cost nothing to start.

Once it's working, **paid tools are how you buy back hours.** I'm happy paying for subscriptions, because every one of them does work I'd otherwise be doing by hand at midnight:

- **Claude Pro** so I never run out halfway through building something. About £20 a month.
- **A scheduling tool** that posts to Threads, Instagram, TikTok, YouTube and Pinterest for me while I'm doing something else. A whole week of posts gets set up in one sitting.
- **AI voice and video tools** so a Reel takes minutes, not an evening.

Not now. Not until you've made your first sales. But when you get there, don't be precious about £20 a month if it gives you back ten hours. That's the best deal you'll find.

The 3 mistakes that stop beginners

1. Picking something nobody is looking for. People build what they think is clever instead of what others are already struggling with. Start with a problem lots of people have, not an idea you love.

2. Quitting in week two because it feels slow. Making the product is quick, so people expect sales to be quick too. Then they post for ten days, hear nothing, and stop. The people who win are the ones still posting and replying in week three, when the first conversations start turning into sales. Give it the time, and give it the effort.

3. Setting up a brand new account and posting links on day one. New Threads and Instagram accounts that post links straight away often get restricted before anyone sees them. New accounts need warming up first. There's a right way to do it, and most people learn it the hard way.

Bonus mistake: pricing at £2. It feels safer, but it means you need 50 sales instead of 7, and a very low price makes people trust it less. Price on the result you give, not the number of pages.

Your next step

You now know what to sell, how much time it takes, and how the whole system fits together. That's further than most people ever get.

The next part is the bit that actually gets you paid: making the product properly, setting it up to sell, warming up your account so it doesn't get restricted, the daily routine that gets you seen, and finding your first buyers one conversation at a time.

That's exactly what **Rung 1** covers.

RUNG 1

No idea → £100

The full step by step playbook: every prompt, the Gumroad setup, the safe account warm up, the daily Threads routine and a 14 day plan to your first sales. Plus DM support from me whenever you get stuck, and a call if you need one.

£15

Get Rung 1: theonlinemoneyladder.com

Follow the Road to £100K in public:

- Threads: **@themoneyladderhq**
- TikTok: **@theonlinemoneyladder**
- Instagram: **@theonlinemoneyladder**

Questions about anything in this guide? DM me. I read every message and reply myself.

One thing to do today: answer the three questions, ask Claude, and pick your product. That's it.

Success is a system, not a secret.