Expertise-to-Product Guide

From idea to first sale in 90 days. The framework for experienced professionals who know what to build but need to know how.

FREE

You have 20+ years of expertise. AI handles the code. This guide is the bridge between 'I have an idea' and 'I have a product people can buy.'

Section 1: Pick Your Product Type

Not every product is a SaaS app. Most shouldn't be. Match your idea to the right format:

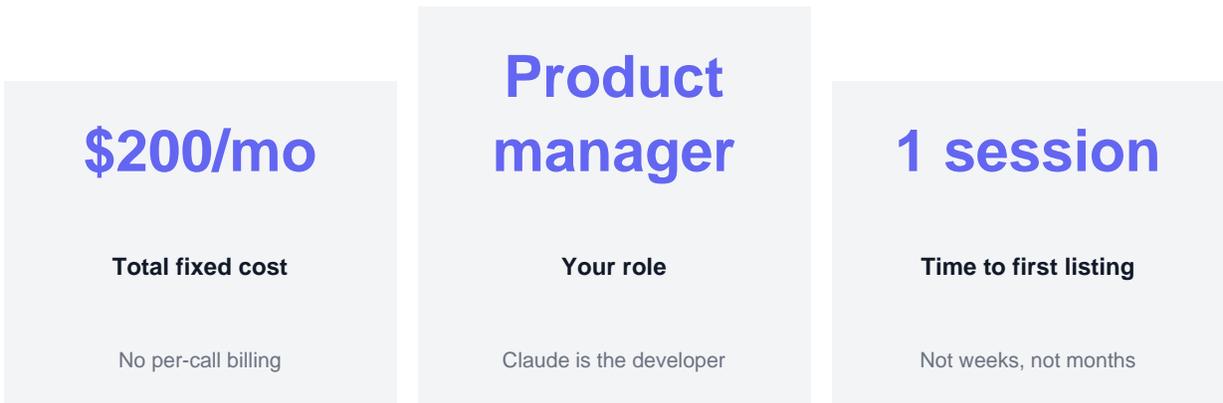| Product Type	Build Time / Price / Examples
Template pack	1 day | $9-29 | Prompt collections, worksheet bundles
Guide / playbook	1-3 days | $19-49 | PDF with frameworks, case studies
Single-page tool	1-3 days | $19-29 | HTML app with API key, calculator
CLI tool / npm	3-7 days | $29-49 | Developer tool, automation script
Multi-page web app	7-14 days | $29-97 | SaaS with auth, dashboard, billing

The rule: Start with the simplest format that delivers value. A $29 PDF ships in a day. A $97 SaaS takes two weeks. Ship the PDF first.

Real example: BuildProven's agent fleet content started as a $27 PDF playbook (731 lines, 3 worksheets). Not a SaaS dashboard. A markdown file converted to PDF. First listing to live: one session.

Section 2: The AI Build Stack

You don't need Zapier, Bubble, Webflow, or any no-code platform. Here's what actually works:

Tool	Cost / What It Does
Claude Code (Max)	$200/mo flat | Writes code, generates content, builds tools
GitHub	Free | Stores your code. One repo per product.
Vercel	Free tier | Deploys web apps. Push to GitHub = live URL.
Gumroad	Free (10% per sale) | Sells digital products. Handles payment, delivery, tax.

$200/mo	Product manager	1 session
Total fixed cost	**Your role**	**Time to first listing**
No per-call billing	Claude is the developer	Not weeks, not months

What you don't need: ~~Zapier~~ (Claude handles automation), ~~Bubble/Webflow~~ (Claude writes real code), ~~Figma~~ (describe the UI, Claude builds it), ~~A developer~~ (you're the PM, Claude codes).

Section 3: The 90-Day Build Calendar

Not 90 days of work. 90 days of calendar time with focused sessions.

Days 1-7: Validate Before Building

The smoke test. Before you spend a week building, spend one day proving someone will pay.

1. **Write a landing page** (1 hour) - headline, problem, solution, price, buy button
2. **Create a Gumroad listing** (15 min) - paste the copy, set the price, publish
3. **Share the link** (30 min) - post to X, send to 5 people in your network
4. **Wait 7 days** - did anyone click 'buy'?

> If yes: build. If nobody clicks in 7 days: rethink the idea or the positioning.

Days 8-21: Build the MVP

Product Type	Max Build Time / What 'Done' Means
Template pack	1 day	ZIP with files + README
PDF guide	3 days	Finished PDF with copy-paste content
Single-page tool	3 days	Working HTML/JS file + README
CLI tool	7 days	Published npm package or script
Web app	14 days	Deployed on Vercel with auth + core feature

> **Ship what you have when time runs out. An imperfect v1 with a payment link is worth infinitely more than a perfect v2 with no revenue signal.**

Days 22-30: Launch

1. **Package** - clean ZIP, README, cover image
2. **List on Gumroad** - description from landing page copy, upload ZIP, set price
3. **Announce** - X thread, newsletter mention, send to 10 people
4. **Track** - check Gumroad dashboard. That's your analytics for now.

Days 31-90: Measure and Decide

One rule: 30 days after launch, fewer than 5 sales = have a kill conversation with yourself.

Don't build a dashboard. Don't set up GA4 attribution. Check Gumroad once a week. Did anyone buy? That's the only question.

Section 4: Pricing Your Product

Tier	Price / What It Is / Example
Free	$0 | Lead magnet - gets people into your world | E2P Guide + Scorecard
Starter	$19-29 | One focused tool or guide | Foundation Templates ($29)
Mid	$29-97 | Comprehensive kit or multi-part system | Expertise Extractor ($47)
Advanced	$97-297 | Full system, community, or done-with-you | Build System ($97)

Price on value, not effort. A $29 tool that saves 2 hours/week is worth $29 even if it took you 3 hours to build.

Start lower, raise later. Launch at the bottom of your tier range. Raise after 10+ reviews.

Never compete on price. Your expertise is the moat. A $29 product from someone with 20 years in the field is worth more than a $9 product from someone who learned last month.

Section 5: The Launch Checklist

Before Listing

- Product works (you tested it yourself, as a buyer would receive it)
- README explains what it is, how to use it, who it's for
- ZIP contains everything the buyer needs (no missing files)
- Price is set (check the tier table above)

Gumroad Listing

- Product name is clear (not clever - clear)
- Description leads with the problem, not the features
- 'Who this is for' section included
- 'What's inside' bullet list included

- ■ Cover image uploaded (dark background, indigo accent, professional)

- ■ ZIP file uploaded to Content tab

- ■ Published (green, not draft)

- ■ Test the purchase flow yourself

After Listing

- ■ Share the link on X

- ■ Send to 5 people who'd genuinely benefit

- ■ Mention in your next newsletter

- ■ Add to your email signature or bio

Section 6: What Not to Do

Lessons from shipping 11 products:

Don't build a full attribution stack before your first sale. GA4 + Stripe + Beehiiv reconciliation sounds smart. It's procrastination. Check Gumroad.

Don't spend weeks on the landing page. One page. Hero, problem, solution, price, buy button. Ship it.

Don't wait for the product to be perfect. Ship the 80% version. The 20% you're obsessing over is probably not what the buyer cares about.

Don't build a complex kill criteria state machine. 30 days, fewer than 5 sales, have the conversation. That's the whole system.

Don't use fake case studies. If you don't have customer results yet, say 'Built from X years of experience in Y domain.'

Don't recommend tools you don't use. If you build with Claude Code, don't tell readers to use Bubble. Recommend your actual stack.

Section 7: Copy-Paste Templates

Validation Email Template

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Subject: Quick question about [industry problem]

Hi [Name],

I've been thinking about [specific problem] and wondering if it's still a pain
point for you.
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Are you still dealing with [specific manifestation]? And if so, what are you using
to handle it?

Not pitching anything - genuinely curious what's working.

[Your name]
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Gumroad Description Template

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[Product Name]

[One sentence: what it does + who it's for]

[One paragraph: the problem this solves. Be specific.]

What's Inside:
- [Deliverable 1] - [what it does]
- [Deliverable 2] - [what it does]
- [Deliverable 3] - [what it does]

Who This Is For:
- [Specific role] who [specific problem]

Not for you if: [honest exclusion]

$[Price] - one-time. Yours forever.
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Post-Purchase Feedback Email

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Subject: Quick question - took 30 seconds

Hey [Name],

Thanks for buying [Product]. Quick 3 questions:

1. What made you decide to buy?
2. What's the #1 thing you'd improve?
3. Would you recommend this to a colleague?

Just hit reply. Even a one-line answer helps.

[Your name]
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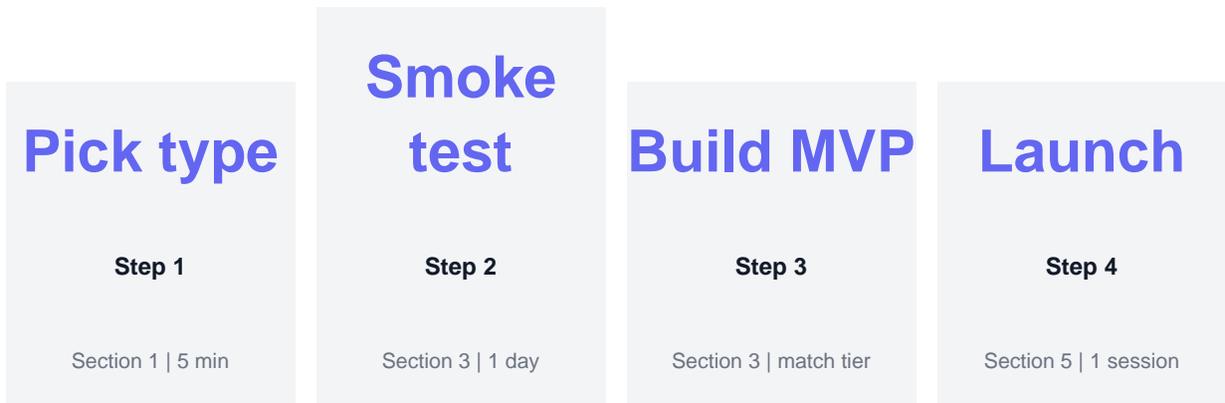
What's Next

Pick type	Smoke test	Build MVP	Launch
Step 1	**Step 2**	**Step 3**	**Step 4**
Section 1 | 5 min	Section 3 | 1 day	Section 3 | match tier	Section 5 | 1 session

The E2P product ladder:

Free: Expertise-to-Product Guide + Scorecard (you're reading it)

$29: E2P Foundation Templates - deep extraction frameworks

$97: E2P Build System - video walkthroughs + case studies (coming soon)

Your expertise is the product. AI is just the factory. Now ship something.

→ buildproven.ai