



**DEMO**

First chapter only

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# The Digital Products Playbook

How We Built a 36-Product Storefront in 6 Weeks



## **The Digital Products Playbook**

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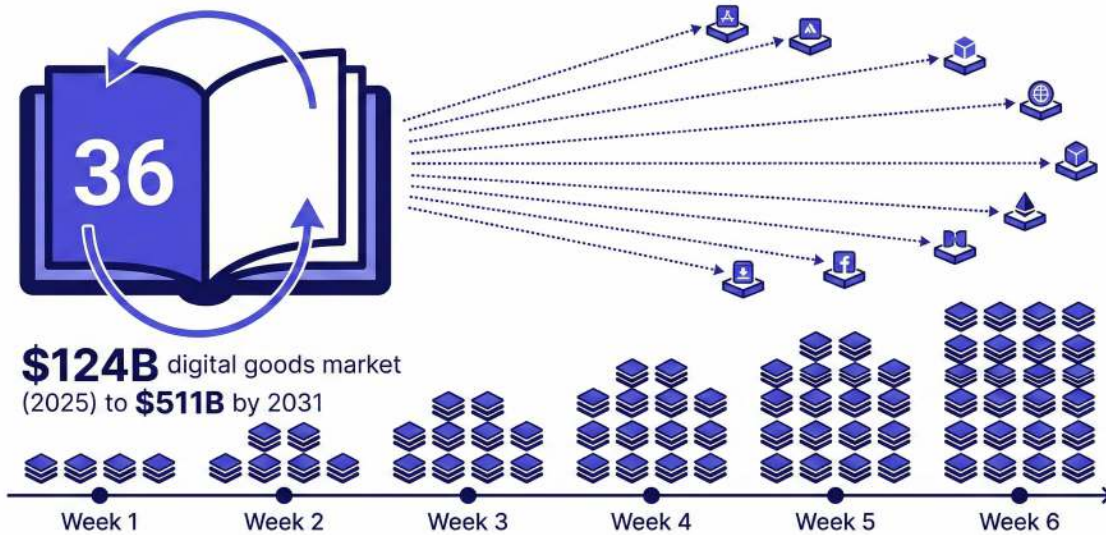
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# 1

## Introduction: The Meta-Playbook

### Self-Documenting Product Catalog



**Figure 1.** A \$124B digital-goods market in 2025 grows to \$511B by 2031, framing a self-documenting catalog whose weekly output compounds across a six-week build timeline and fans out to multiple distribution channels

## 1.1 This Book Is the Proof

You are holding the thirty-sixth product in a catalog that was designed, written, produced, and listed for sale in six weeks. That sentence is the entire sales pitch for this book. Not a theory about how you *could* build a digital product catalog. Not a case study about someone who did it five years ago. This book is the artifact—created by the same pipeline it documents, sold through the same storefront it describes, priced using the same strategy it teaches.

The digital goods market was valued at \$124 billion in 2025 and is projected to reach \$511 billion by 2031 at a compound annual growth rate of 26.6%. Ebooks alone represent an \$18 billion global market. But the opportunity is not in writing one ebook and hoping it sells. The opportunity is in building a *production system* that turns institutional knowledge into a catalog of products—each reinforcing the others, each driving traffic to a platform, each converting readers into customers.

# 36

products designed, written, and listed in 6 weeks using the pipeline  
documented in this book

This is the meta-playbook. Every chapter describes a step in the process that created the book you are reading. Chapter 5 explains the LaTeX production pipeline—and this book was typeset using that pipeline. Chapter 6 explains the pricing strategy—and the \$19 price on this book was set using that strategy. Chapter 8 explains the conversion funnel—and the call to action at the bottom of this page was designed using that funnel.

### Key Insight

The strongest proof of a digital product strategy is the product itself. If your book about building courses is itself a well-structured course, you have demonstrated

the methodology. If your playbook about building a product catalog is the thirty-sixth product in that catalog, the credibility is built into the artifact.

## 1.2 About Pragma.Vision

Pragma.Vision is an AI-native commerce ecosystem where a growing family of interconnected platforms works together to fulfill human needs through intelligent orchestration. The ecosystem spans wish fulfillment (wish.now), agent marketplaces (phantoid.com), gift discovery (great.gift), professional services (top.work), local discovery (near.now), fair logistics (daily.delivery), wholesale commerce (profit.deals), developer infrastructure (soft.house), and trust verification (trustauthority.ai)—all connected by shared authentication, dual-protocol payments (Google AP2 + Stripe ACP), and quantum-safe cryptography.

This ebook catalog is the first revenue layer of that ecosystem. Before the platforms generate transaction fees, before enterprise contracts close, before B2B SaaS subscriptions begin—digital products provide immediate cash flow, build an audience, and funnel readers toward the platforms where real commerce happens. Every book in the catalog is simultaneously a product and a customer acquisition channel.

## 1.3 What You Will Learn

This playbook covers the complete journey from zero products to a 36-product storefront:

1. **Market Research:** How to identify 36 viable products from a single knowledge base, validate demand, and avoid saturated categories.

2. **Content Extraction:** How to turn architecture documents, specification files, decision records, and strategy papers into commercially valuable ebooks.
3. **AI-Assisted Production:** How to use large language models as writing accelerators while maintaining authenticity and expertise.
4. **Production Pipeline:** The LaTeX-based templating system that produces consistent, professional ebooks at scale.
5. **Pricing Strategy:** Why the \$14–\$39 range works, how to use charm pricing, and when to break pricing conventions.
6. **Bundle Design:** The psychology behind 33–61% savings bundles and how to structure cross-category offers.
7. **Conversion Funnel:** In-book CTAs, post-purchase email sequences, Lemon Squeezy storefront setup, and affiliate programs.
8. **Storefront Setup:** Step-by-step Lemon Squeezy configuration, product pages, and operational automation.
9. **Revenue Projections:** Month-by-month projections, the metrics that matter, and what actually happened.

Whether you are a solo creator with one area of expertise or a startup sitting on a mountain of internal documentation, this playbook gives you the system to turn knowledge into revenue—starting this week.

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