



One Easy Revenue Stream Most Small Businesses Don't Know About



Unless you've been on the show Survivor's island for the last six months, you probably have gotten wind of the notion that AI can help you save time, but did you know it can also help you make money? I'm not talking about becoming an AI expert and training the masses. That would take time you probably don't have.

In this case, I'm referring to creating a digital product for your business that you can sell and make money even when your business isn't open. And best of all you can likely create it in a few minutes with the help of AI. Here's how:

Creating a Digital Sales Piece Your Customers Will Actually Buy

This is the same concept as creating a lead magnet, but this one will be so intriguing that people will pay money for it.

You don't need a tech team. You need a clear problem, a simple format, and a smart way to package your expertise.

Here's how to go from idea to sale.

Step 1: Start with a problem you solve every week

The best digital products are shortcuts. They save time, reduce confusion, or help someone get a better result faster.

Ask yourself:

- What do customers repeatedly ask me to explain?
- What do people mess up before they come to me?
- What do I wish clients did before our first meeting?

Drawing a blank? Then ask your favorite AI to help.

“Act as an expert in [your industry]. List 20 common problems customers face in [your industry]. Group them by urgency and willingness to pay.”

Step 2: Pick a “simple win” format

You’re not building a course empire on Day 1. Start lightweight.

Easy first products:

- Templates: email scripts, pricing sheets, proposals, social captions, SOPs
- Checklists: launch checklist, inspection checklist, onboarding checklist
- Systems: think multiple connected pieces that work together. (Example: Client onboarding system: welcome email sequence + intake form + onboarding checklist + expectations doc)
- Mini-guides: a 10-page PDF that gets someone from stuck to started
- Toolkits: a bundle of templates + a short how-to video

Rule of thumb: if it can be used in under 30 minutes, people will buy it.

Step 3: Use AI to build the first draft fast (then make it yours)

AI is your idea and rough-draft machine. You are the editor and expert. It’s a high performing partnership.

Workflow could look like this:

1. **Ask AI to Outline an idea:** “Act as an expert in [your industry]. Create a one-page outline for a [checklist/guide] that helps [provide details on your audience] achieve [desired result].”
2. **Make It Sound Like You:** Give AI a tone and details about things to avoid or mention (or upload something you’ve written before that you like. Tell it to use that tone and cadence. “Write step-by-step instructions in a friendly, clear tone. Include examples of Y. Don’t mention X.”
3. **Add your proof:** your best tips, your real phrasing and examples.
4. **Tighten:** “Rewrite for clarity at an 8th-grade reading level. Remove fluff.”

Important: don’t sell generic AI output. Sell your experience, packaged. AI is your assistant, not your brain.

Step 4: Make it look clean enough to trust

You don’t need fancy design, but you do need “this feels legit” and you want it to be brand recognizable.

For quick “pro” options use:

- Canva for PDFs and templates
- Google Docs → export as PDF with your logo
- Loom for a 5–10 minute walkthrough video
- Descript for course-lite products and workshop replays

- CapCut for quick, clean short-form videos

Add a simple cover page, clear headings, and a “how to use this” section.

Step 5: Price it like a shortcut, not a masterpiece

Common starter pricing:

- \$9–\$19 for a checklist or swipe file
- \$29–\$79 for templates/toolkits
- \$99+ for a niche bundle with big ROI (like a full onboarding system)

If it saves someone two hours, \$29 is a no-brainer.

Step 6: Sell it where you already have attention

Start with what you’ve got:

- Your website (Shopify, Squarespace, or a simple checkout link)
- Etsy (great for templates)
- Gumroad or Payhip (easy setup, instant delivery)
- Instagram + email list: “Reply ‘PRODUCT’ and I’ll send the link.”

Launch with a small offer: early-bird price for 7 days, plus a bonus (a quick-start video or extra template).

Digital products can feel overwhelming when you’re creating your first one, but you don’t have to do it alone on consecutive Saturdays for six months. Instead, you can work with AI, provide your knowledge and let it do the composition. These products capture what you already know, bottle it, and put it on a shelf your customers can grab anytime, increasing your revenue outside of business hours and without a salesperson returning a call.

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