Create Micro Products

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A guide to shaping small digital products around focused customer problems.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- Choosing a narrow problem and a clear product scope.
- Planning an offer that is easy to understand.
- Considering tools and steps for building a small product.
- Packaging, pricing, and promotion decisions.

Who this ebook is for

This book may be useful for business owners, founders, and independent professionals who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

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