Instant Minimal Viable Product Creator

User Instructions + 3-Module Mini-Course

USER INSTRUCTIONS

(What this Instant Creator is for + how to use it)

What This Does

This Instant Creator helps you:

- Stop overbuilding
- Stop waiting for perfect
- Build **one small product**
- Ship it in **7 days or less**
- Get real feedback (and sales) fast

This is not a course builder.
It's a **decision maker + reducer + shipper**.

How to Use It (Simple Flow)

Step 1 — Bring ONE idea
Not your whole brand.
Not your life's work.
One idea you *keep thinking about*.

Step 2 — Answer honestly
Fast answers beat clever ones.
If you hesitate, choose the simpler option.

Step 3 — Let it cut
If something feels "sad to remove," it probably needed to go.

Step 4 — Follow the build plan
Do not redesign.
Do not rename twelve times.
Build → ship → sell.

Step 5 — Sell before improving
Sales = signal.
Silence = data.
Both are wins.

Rules While Using This

- No bonuses

- No upsells
- No tech rabbit holes
- No “I’ll add this later” thinking

Small.
Clear.
Paid.

THE MINI-COURSE

3 Modules. No fluff. Built to ship.

MODULE 1 — Decide the MVP (Clarity First)

Goal:
Choose *what this product actually is*.

What You’ll Learn

- Why MVPs fail when they’re built for “everyone”
- How to spot the *real* stuck point

- How to shrink a big idea without killing its value

Key Shift

❌ “This could help with a lot of things”
✅ “This helps with **one thing right now**”

What You’ll Do

Answer:

1. Who is this for? (one person)
2. What are they stuck on *today*?
3. What would feel like relief in 30 days or less?

Output

- One sentence MVP promise
- One clear buyer outcome

If it sounds big → shrink it again.

MODULE 2 — Build the Smallest Thing That Works

Goal:
Create the *minimum* version that still delivers value.

What You'll Learn

- Why more content reduces completion
- How format decides speed
- What to cut without guilt

The MVP Format Rule

If it needs:

- A platform
- Fancy design
- Editing help
- A launch team

…it's too big.

Approved MVP Formats

Pick **one**:

- PDF
- Checklist + walkthrough
- Live call
- Email series
- Template
- Short workshop

What You'll Do

- Choose ONE format
- List everything you want to include
- Cut that list in half
- Cut it again

Output

- Final MVP format

- Final content outline
- A product that can be finished fast

MODULE 3 — Ship, Price, and Sell (Momentum)

Goal:
Get this out into the world without drama.

What You'll Learn

- How to price for movement, not mastery
- Why early sales matter more than polish
- When an MVP is officially "done"

Pricing Rule

Price should feel:

- Easy to say yes to
- Slightly exciting

- Not heavy to deliver

This is a **confidence price**, not a fear price.

What You'll Do

- Choose one simple price
- Create a 7-day build plan
- Decide your "ready to sell" moment

Example Build Plan

- Day 1: Outline + decisions
- Day 2–4: Create content
- Day 5: Clean + simplify
- Day 6: Write sales blurb
- Day 7: Sell

Output

- MVP price
- Build deadline
- Clear green light to sell

FINAL TRUTH (Read This Twice)

Your first MVP is not supposed to:

- Impress everyone
- Prove your intelligence
- Represent your full ability

It’s supposed to:

- Move someone forward
- Teach *you* what works
- Create momentum

Small paid beats big unfinished.
Every time.