

# DIGITAL PRODUCT PITCH

By: Chloe Levy

Problem Statement: Affordable wall art for more sophisticated tastes.

Target Customer: Young professionals decorating their first apartment.

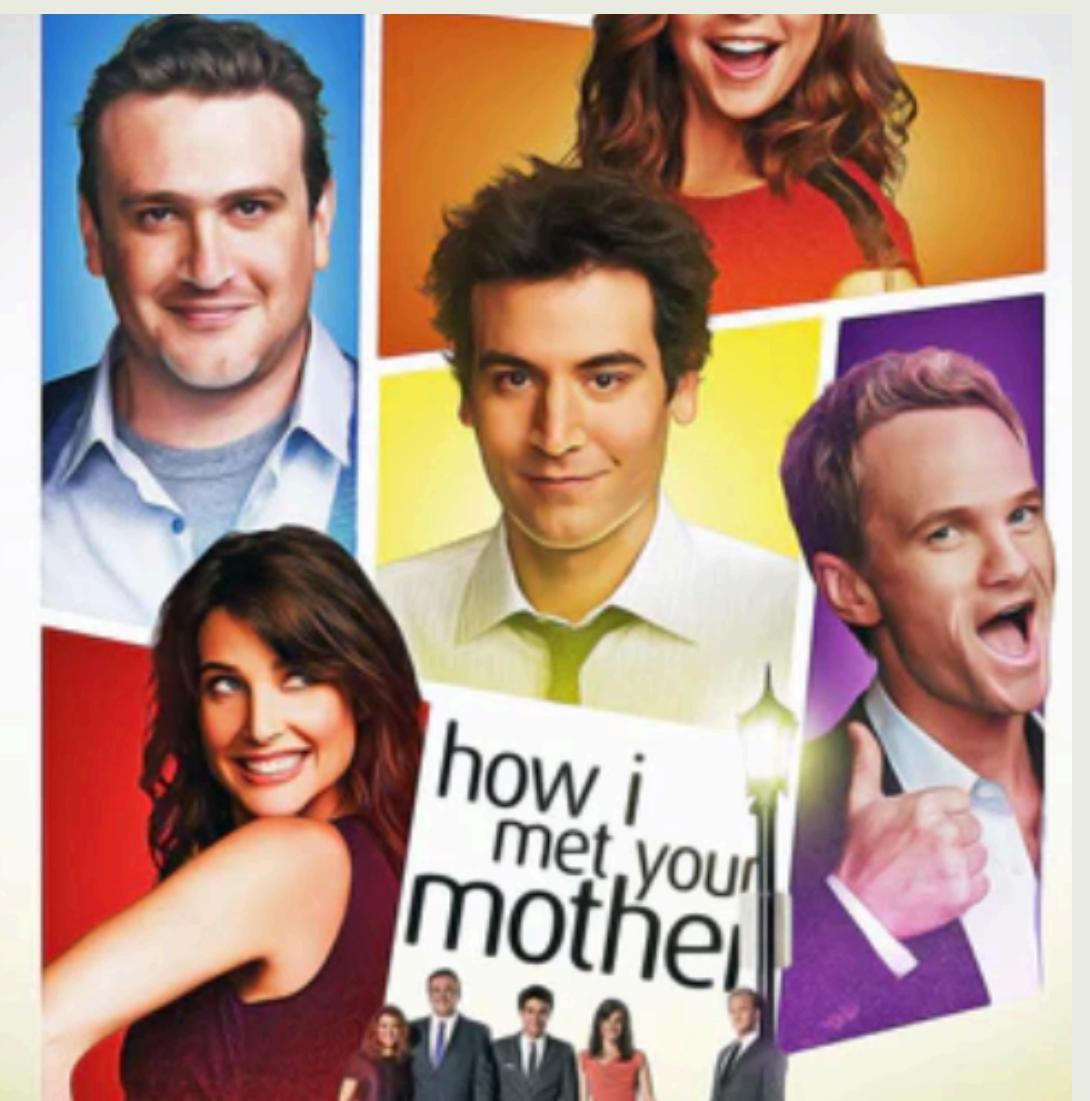
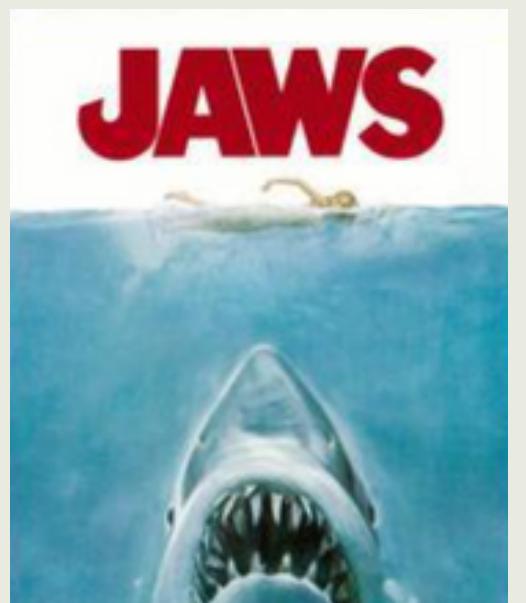
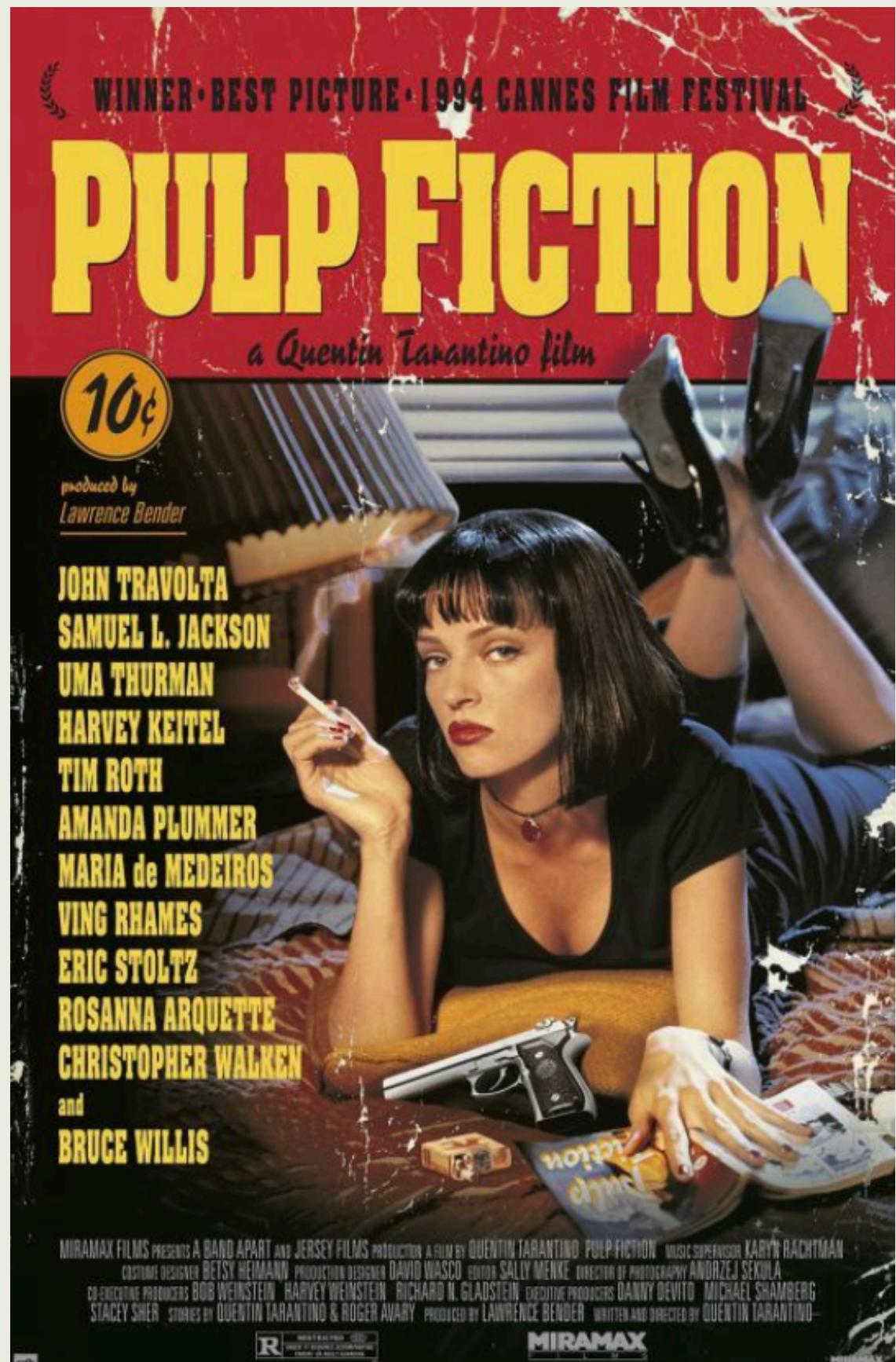
Solution Overview: Downloadable printable posters

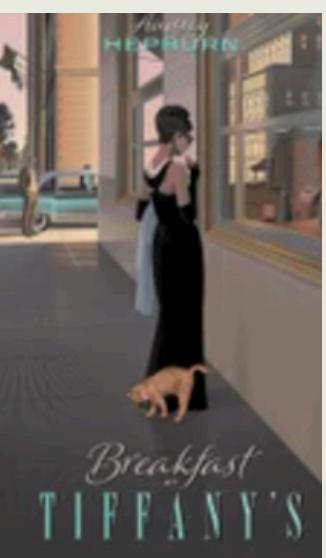
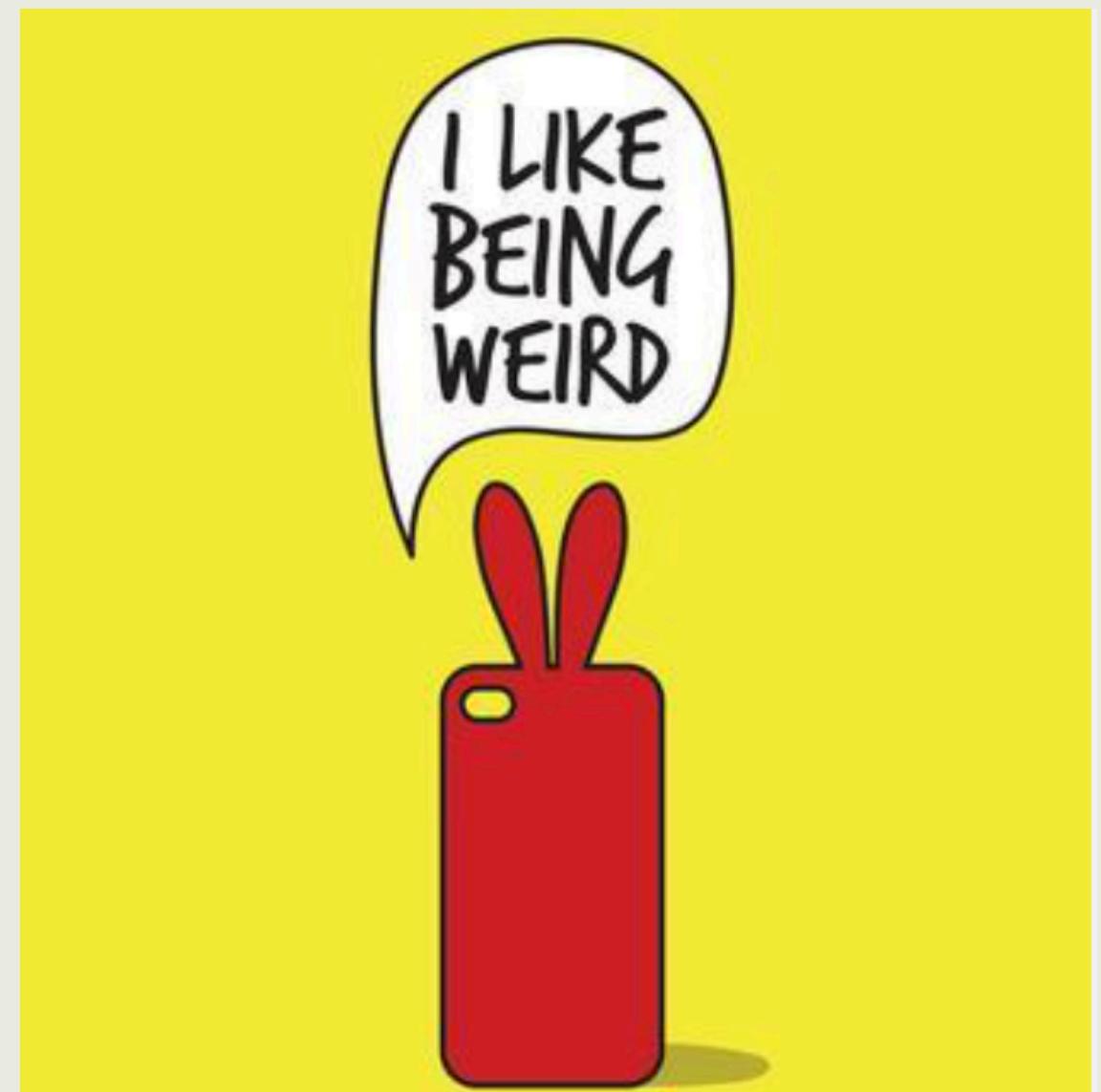
Key Features: Different than your typical dorm posters

Competitive Advantage: Priced to sell

Revenue Model: \$ per download

Success Metrics: Getting that first sale and happy customer





Problem Statement: Daily Prompt Journals for dealing with different life stressors

Target Customer: Young professionals decorating their first apartment.

Solution Overview: Downloadable printable booklets

Key Features: Different than your basic prompt journals that is not tailored towards what you need

Competitive Advantage: Priced to sell

Revenue Model: \$ per download/ monthly

Success Metrics: Getting that first sale and getting return customers

## 5 MORNING JOURNAL PROMPTS TO KICKSTART YOUR DAY



1) How am I feeling right now?

2) What can I do to take care of myself today?

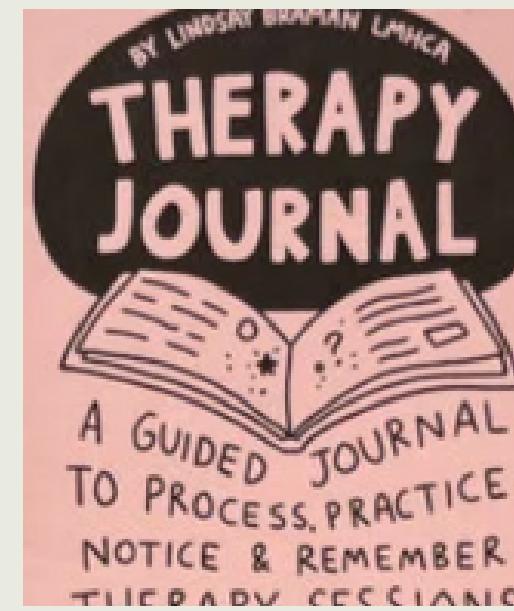
3) Today, I am going to focus on...

Success looks like...

4) What might prevent me from achieving my goals today?

I will overcome these challenges by...

5) My words of encouragement for today are...



## JOURNAL PROMPTS

### LISTS

1. Things that inspire you.
2. Things that you are grateful for this week
3. Daily gratitude.
4. Priorities for: life, year, month, week, today
5. Favourite books/movies/artists/songs
6. All the movies/shows you've watched
7. Happiest memories
8. Favourite people and why
9. Places to visit
10. Things to do less often
11. Things to do more often
12. The best meals you've cooked
13. Five odd things you like
14. Victories and struggles of the past week
15. List all the possible goals you have for the future, no matter how crazy. There's no pressure to do anything to actually achieve them.
16. Bucket list
17. Positive affirmations about your body.
18. Positive affirmations about life.
19. Happiest memories. Then refer back to these to write about later.
20. Good deed ideas

### LETTERS

Prompt #1  
How do you feel about the progress you have made on your goal(s) today?

Prompt #2  
What was the highlight of your day?

Prompt #3  
What was the hardest challenge you met today?

Prompt #4  
If you could live today over again, what would you have done differently?

Prompt #5  
What was something you did for your well-being?

Prompt #6  
What was something kind you did for someone else?

Prompt #7  
What are you most grateful for today?

## DAILY AFFIRMATION JOURNAL

Use these daily affirmation and journal prompts to explore the positive changes of recovery.

I am worthy of joy and peace. How can you invite more happiness this week?

I am growing stronger in my recovery moment by moment. Name a small victory that made you feel empowered recently.

I honor my progress, no matter how small. What can you celebrate today?

I'm proud of the steps I take to care for my mental health. How have you prioritized your mental well-being this week?



• What do you love about your life?

• What are your priorities for the year?



To do (or not)	
One thing I should probably do right now:	
One thing I probably should not do right now:	
One thing I would totally love to do right now:	

Lightning round: meat or cheese? cards or charades? read or sing to someone special? night or day? elevator or escalator? words or pictures? roller coaster or merry-go-round? duct tape or craft glue? box or bag? cat or dog? city or country? spring or fall? lipstick or lip balm? red or blue? fries or salad? aquarium or terrarium? but or however? patience or persistence? floor or ceiling? mirror or magnifying glass? bridge or stepping stones across a river? lemon or cherry tarts? a jog in the park or on the treadmill? cameras or notebooks? bucket or bowl?

3 people I'd like to meet someday:		One question I'll have for each of them:
_____	_____	_____
_____	_____	_____
_____	_____	_____

In all things of nature there is something of the marvelous.  
— Aristotle

the world is mud-luscious and puddle-wonderful.  
— e.e. cummings

something

Oh, the weather outside is:  
 frightful  
 delightful  
 Details:

One of my favorite things about school is...  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Something I find really difficult about school is...  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

HELLO there..

i am hopeless in mathematics

i keep things that i don't need

i wish i could speak more languages

i love iced drinks

i dance only when the music is good & loud

i sing off-tune most of the time

i think i should draw more often

i really like envelopes



Problem Statement: Party Planning Kits with Banners, Labels, Planners, and so much more

Target Customer: Party Planners leaning more towards women

Solution Overview: Downloadable printable decor

Key Features: Different than party city over priced items

Competitive Advantage: Priced to sell Bundle

Revenue Model: \$ per download/

Success Metrics: Getting that first sale and getting return customers



Welcome Home Blitz Foil Balloon, 32in

**\$6.50**

Inflated Balloons Only Available for Delivery

[In Stock](#) for shipping to [07016](#)

[+ Add](#)



Mini Chalkboard Wood Easel Signs 6ct

**\$4.00**

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Sonic the Hedgehog Birthday Paper & Cardstock Photo Booth Kit, 4.6ft x 6.7ft

**\$10.00**

[In Stock](#) for shipping to [07016](#)



Classic Pokémon Scene Setter with Props

**\$10.00**

[In Stock](#) for shipping to [07016](#)



Create Your Own Rainbow Celebration Letter Banner Kit 84pc

**\$11.99**



party planning checklist	
← →	
<i>when + where:</i>	
date: _____	
time: _____	
place: _____ _____	
<b>what:</b> (party decor, food + drinks) _____ _____ _____	
<b>how:</b> (budget, theme, vendors) budget: _____ theme: _____ help/vendors: _____	
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