

# How to Turn 1 Product



Into 5

# Turn One Product Into Five

## Expand What You Already Sell Without Starting Over

It is often frustrating for digital product creators to come up with consistent ideas that sell. Guess what! You can now easily turn a single product idea into a small, strategic product line—without starting from scratch.

ChatGPT, Claude or your favorite AI bot can help. Use the prompts below to discover a never ending fountain of product ideas available on demand.

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## Quick Start (Don't Skip This)

Before you begin, decide how your product will be sold:

- Etsy or marketplace digital product
- Digital product on your own site
- Kindle book on Amazon KDP
- Someplace else

You'll include this in each prompt so the results stay relevant to your format.

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## How to Use This

Start a new project in ChatGPT.

Paste one prompt at a time.

Use the *same product idea* throughout so everything builds into a cohesive product line.

If something feels off, ask ChatGPT to revise, simplify, or go in a different direction.

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## **Prompt 1: Expand This Product Into Variations**

This product will be sold as:

[Etsy digital product / digital product on my site / Kindle book on Amazon KDP / or other.]

I have a product idea:

[Insert as many details about your product idea here]

It is for this audience:

[Insert as many details about your audience here]

Give me at least 10 variation ideas based on:

- different audiences
- different use cases
- different formats appropriate for this platform

Keep the ideas practical and specific. Avoid vague or generic suggestions.

Only suggest formats that make sense for how this will be sold.

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## **Prompt 2: Turn This Into a Mini Product Line**

This product will be sold as:

[Etsy digital product / digital product on my site / Kindle book on Amazon KDP / or other.]

Using this original product idea:

[Insert your product idea here]

And these variation ideas:

[Paste a few of your favorites]

Create a simple product line made up of 3–5 products that naturally go together.

For each product, explain:

- what it is
- who it's for
- how it connects to the others

Keep everything realistic, easy to create, and appropriate for this platform.

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## **Prompt 3: Add Complementary Products**

This product will be sold as:

[Etsy digital product / digital product on my site / Kindle book on Amazon KDP / or other.]

Based on this product idea and product line:

[Insert your product idea or mini product line]

Suggest 5–8 complementary products that would make sense alongside it.

These should not be duplicates or minor variations, but supportive products that:

- solve related problems
- enhance the main product
- or help the customer get better results

Be specific about what each product includes.

Keep all suggestions aligned with this selling format.

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## **Prompt 4: Identify Bundle Opportunities**

This product will be sold as:

[Etsy digital product / digital product on my site / Kindle book on Amazon KDP / or other.]

Using this product line and complementary products:

[Paste your list]

Suggest 3 bundle ideas.

For each bundle, include:

- what's included
- who it's best for
- why bundling these items makes sense together

Only suggest bundles that feel natural and useful for this type of product.

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## Prompt 5: Choose the Best 5 to Start With

This product will be sold as:

[Etsy digital product / digital product on my site / Kindle book on Amazon KDP / or other.]

Here are all the product ideas I've generated:

[Paste everything]

If I only want to create 5 products to start, which ones would you recommend and why?

Prioritize:

- ease of creation
- usefulness
- and how well they work together as a small product line

Make sure your recommendations fit this platform and format.

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## Prompt 6: Simple Creation + Release Order

This product will be sold as:

[Etsy digital product / digital product on my site / Kindle book on Amazon KDP / or other.]

Based on these 5 selected products:

[Paste your chosen products]

Suggest a simple creation and release order.

Explain:

- which one to create first
- what should come next
- and why this order makes sense

Keep it practical and not overly complicated.

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## Closing

You don't need more ideas. You need more ways to use the ones you already have.

Run one of your existing products through these prompts and see what happens—you may end up with your next 3–5 products without starting from scratch.

# About Karon Thackston of Marketing Words



During a time when most people were still asking, “What is an Internet?,” Karon Thackston bravely quit her “real job” and set out on a new adventure.

Though her business, Marketing Words, has pivoted a few times over the last 25+ years, Karon has always had one goal...

To help online business owners entice, engage and earn more.

As a serious animal lover and a pickleball fanatic, Karon never wanted to be tethered to a computer all day. There are much more

important (and fun!) things to do.

**So, she began to look at ways to bring in income without having to be hands on all the time. How can it be done? Through passive income in a wide variety of ways.**

By simplifying the complex areas of digital product creation (including ebooks) and passive income, Karon will help you make more while working less so you can enjoy the work-life balance you deserve.

Join Karon on the Marketing Words Blog for practical how-to’s that can boost your bottom line.

Check out all of her [clever digital product training here](#).