RICH OFF PROMPTS
Day 20: Build the Asset

Day 20 is the build day.

You are designing one scalable asset that can sell while you sleep and lead into your bigger offers.

The Goal Today:

By the end of Day 20 you should have:
A clear asset name
A specific problem it solves
A specific outcome it creates
A clean list of deliverables
A clear statement of who it is for
A realistic price range
A simple fulfillment plan
A next-step path into your core offer

Step 1: Choose the Right Problem

Solve one specific problem.
Avoid broad ideas like teach AI or help me grow.
Choose a painful, common, repeat issue your audience faces.

Step 2: Define the Outcome

Describe a clear before and after.
People buy transformation, not information.

Step 3: Choose the Asset Type

Keep it simple:
PDF guide
Prompt pack with examples
Template bundle
Swipe file
Notion dashboard
Mini playbook
Checklist system

Workshop replay

Step 4: Build Strong Deliverables

Deliverables should include:
Quick-start instructions
Step-by-step plan
Prompts or templates
Examples
Tracking or action sheet

Step 5: Price Strategically

Entry asset 27 to 97 dollars
Mid asset 97 to 297 dollars
Premium asset 297 to 997 dollars

Price based on value created, not time spent.

Step 6: Connect the Asset to Your Ecosystem

Your asset must lead somewhere:
Email list
Core offer
Upgrade tier
Continuity offer

Relatable Examples:

Service Provider:
Asset Client Conversion Content Kit
Problem Content gets engagement but no buyers
Deliverables Templates, scripts, objection replies
Next Step 1 to 1 refinement service

Prompt Seller:
Asset Monetization Prompt Vault
Deliverables Organized prompts with examples
Next Step Subscription or premium prompts

New Creator:
Asset AI Setup Starter Pack

Deliverables Tool stack, workflow guide, tracking sheet
Next Step Bootcamp or implementation service

Day 20 Core Prompt:

Help me design one sellable digital asset for my audience. Identify the single problem it solves, the outcome it creates, best format, exact deliverables, beginner instructions, three examples of results, price range, and natural next step offer.

Advanced Prompt:

Turn my asset into a mini offer system with name, positioning statement, deliverables, transformation promise, pricing tiers, and ecosystem connection.

Realistic Goals for Today:

Pick asset type
Define problem and outcome
Write deliverables
Choose price range
Draft next-step connection

Meta Prompts:

Asset Clarity Fix
Rewrite positioning to be specific and outcome-driven.

Pricing Confidence Check
Evaluate my asset pricing and recommend strategy.

Deliverable Value Booster
Improve deliverables without adding unnecessary work.

Ecosystem Connector
Map how this asset leads to my next offer.

Conversion Readiness Audit
Assess if my asset is ready to sell and identify missing elements.

One problem.
One outcome.
One clean deliverable list.

One next step.

Design today.
Deploy tomorrow.