



**FROM OFFLINE TO ONLINE:
DIGITAL PRODUCT
DEVELOPMENT WORKSHOP**

Tatum Woodroffe

Finding your genius

What do I love to do the most?

What am I really good at?

What work doesn't seem like work?

What do people always seek my advice on?

What elements of my work make me feel energised?

What elements of my work make me feel bored or anxious?

What is your
ONE BIG THING
right now?

Major Pain Points

What do they want right now?

What are their frustrations right now?

What are their fears for the future?

What are their aspirations?

What problem can you solve right now?

What is the cost of this problem?

What is your audiences

ONE BIG THING

right now?

Opt In

Live Workshop

Low Risk

Coaching

eCourse

