

# Find Your Lauren-Document — Application Worksheet

The 5-step mechanic Lauren used. Apply it to YOUR work.

The receipt: 32,800 sales · \$75 product · 5 years bedside · UNC Outstanding Alumni Nurse Innovator Award 2023

## 1. THE MECHANIC — 5 beats

BEAT	WHAT LAUREN DID	WHAT YOU DO (fill in)
RECOGNIZE	Built the visual study notes she WISHED existed as a new ICU grad.	<input type="text"/> <input type="text"/>
STRIP	Removed hospital names + internal codes. Kept universal frameworks.	<input type="text"/> <input type="text"/>
LIST	Listed on a marketplace with search demand. Zero audience day one.	<input type="text"/> <input type="text"/>
SWAP	Today: list on Gumroad — you own the customer email list.	<input type="text"/> <input type="text"/>
COMPOUND	32,800 sales · Star Seller · UNC Innovator Award 2023.	<input type="text"/> <input type="text"/>

## 2. RECOGNITION PROMPTS — answer in 1 sentence each

Q1. What's the document you've already built for yourself three times because coworkers kept asking?

\_\_\_\_\_

Q2. What's the checklist or visual reference you DM to new hires when they ask "do you have that thing?"

\_\_\_\_\_

Q3. What's the process you've written down in your head and walked someone through five times this year?

\_\_\_\_\_

Q4. What's the framework you use at work that has stopped feeling like work to you?

\_\_\_\_\_

## 3. YOUR STRIP — the proprietary kill list

Left = what comes OUT (company-specific). Right = what STAYS (universal frameworks).

STRIP (company-specific)	KEEP (universal frameworks)
1	1
2	2
3	3
4	4

## 4. YOUR PLATFORM PICK

- Gumroad** (recommended — you own the customer email list)
- Etsy** (only if search demand for your pain-keyword is the bottleneck — they own the list)
- Stan / Whop / Beehiiv / Owned site** (advanced — when you already have a list or distribution)

Why this platform fits the Lauren mechanic for YOUR document — one sentence:

\_\_\_\_\_

## 5. THE 60-DAY PLAN

- Week 1** Strip the document (Saturday afternoon, 2–4 hrs). Target date: \_\_\_\_\_
- Week 2–3** List on chosen platform with a pain-keyword title. Target date: \_\_\_\_\_
- Week 4–8** One Reddit comment OR LinkedIn post OR TikTok pointed at the page. Target date: \_\_\_\_\_
- Week 8+** Track first 30–50 sales — the compound starts here. Target date: \_\_\_\_\_