Sellable Learning Packs

Product angles built from the same character database, designed for English-speaking learners and practical speaking outcomes.

Speak in 7 Days: Survival Mandarin

Audience	Busy zero beginners who need useful spoken Chinese fast.
Promise	A compact first-week path from greetings to ordering, directions, and basic self-introduction.
Deliverables	7 short lessons; one-page phrase sheets; daily speaking task; top 100 character companion
Sample topics	names; numbers; food; transport; countries; time; help requests
Why it sells	It gives beginners a clear win in one week instead of starting with abstract character memorization.

Business Trip Mandarin Kit

Audience	Professionals traveling to China or working with Chinese-speaking partners.
Promise	Meeting, taxi, hotel, restaurant, invoice, and follow-up language in one printable kit.
Deliverables	business phrasebook; meeting scripts; role-play cards; invoice/payment vocabulary
Sample topics	introductions; meetings; schedules; prices; payments; follow-up messages
Why it sells	It maps directly to workplace situations where learners feel immediate pressure to speak.

HSK 1-3 Speaking Bridge

Audience	Learners preparing for HSK 1-3 who also want practical spoken fluency.
Promise	Turn high-frequency characters and exam vocabulary into short spoken responses.
Deliverables	HSK-inspired lesson sequence; sentence substitution drills; oral answer prompts; top 600 list
Sample topics	family; daily routine; opinions; plans; travel; shopping
Why it sells	Many HSK materials are reading-heavy; this positions the same foundation as a speaking product.

3500 Character Finder for Foreign Learners

Audience	Self-learners, teachers, translators, and curriculum designers.
Promise	A fast English/pinyin reference for the 3500 common characters, sorted for lookup and teaching.
Deliverables	3500-character PDF; CSV reference; web reference; category labels; frequency ranks
Sample topics	pinyin lookup; frequency lookup; function words; people; business; time
Why it sells	It converts a raw Chinese list into a usable foreign-learner reference product.