Digital Product Idea Validation Worksheet

The idea (write it in one sentence)

• What problem does it solve, in the buyer’s own words?

• Who exactly is it for? (niche + experience level)

• What format fits best: PDF guide, template pack, short course, checklist?

Demand check

• Search the marketplace: how many similar products exist?

• Read 10 reviews of competitors — what do buyers complain about?

• Are people asking for this in forums, groups, or comments?

Differentiation

• List 3 things your product will do differently

• What is your unfair advantage (skill, audience, experience)?

• Can you explain the difference in one sentence?

Feasibility score (1-5 each)

• I can create this in under 2 weeks

• I can explain it clearly to a beginner

• I know where I will sell it

• Total 12+ = strong Go; 8-11 = Revise; under 8 = Defer

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