EXCLUSIVE BONUS #2

35-Point Opportunity Scorecard Workbook

Printable scorecards, a worked example, and a side-by-side comparison sheet for the SCORE step of Hard Drive Goldmine AI.

A free companion bonus for Hard Drive Goldmine AI buyers.

Created by Pickzox.com

How to use this workbook

Hard Drive Goldmine AI's SCORE step rates every product idea on the same seven criteria, each scored 1-5, for a comparable total out of 35. This workbook gives you clean sheets to do that scoring on paper - one scorecard per idea, a fully worked example so you can calibrate your own scoring, and a comparison page to rank your top three. Print the scorecard pages as many times as you need: one per idea, every session.

The seven criteria - what each score means

1. Audience clarity How precisely can you name the buyer? 1 = 'everyone', 5 = a specific person with a specific pain.

2. Problem severity How painful is the problem? 1 = mild curiosity, 5 = they'd pay today to fix it.

3. Asset readiness How much usable material do you already own? 1 = starting nearly from scratch, 5 = 80%+ ready.

4. Effort to build How fast can you ship v1? 1 = months of work, 5 = a focused weekend.

5. Rights confidence How certain are your reuse rights? 1 = murky, 5 = documented and cleared (see Bonus 1).

6. Uniqueness angle How differentiated is your angle? 1 = identical to free content, 5 = a fresh lens or bundle.

7. Your excitement Do you actually want to build this? 1 = dread, 5 = can't wait. Ties go to excitement.

Honest note: this scorecard makes your decisions consistent, not automatically correct. A high score means the idea is well-formed and buildable - it does not prove market demand. Always sanity-check the winner with real demand signals (searches, competitors selling, audience questions) before you build.

Opportunity scorecard (print one per idea)

Idea name: _____ Source asset: _____

Criterion	1	2	3	4	5	Notes
Audience clarity						
Problem severity						
Asset readiness						
Effort to build						
Rights confidence						
Uniqueness angle						
Your excitement						

TOTAL: _____ / 35

Opportunity scorecard (copy 2)

Idea name: _____ Source asset: _____

Criterion	1	2	3	4	5	Notes
Audience clarity						
Problem severity						
Asset readiness						
Effort to build						
Rights confidence						
Uniqueness angle						
Your excitement						

TOTAL: _____ / 35

Worked example - calibrating your scores

Idea: turn an old PLR weight-loss ebook (rights verified, editable DOCX owned) into a '7-Day Meal-Prep Checklist Pack' for busy parents. Here's how an honest scoring looks - notice the low uniqueness score pulling the total down, which is exactly what the system is for: surfacing weaknesses before you build.

Criterion	Score	Reasoning
Audience clarity	4	Busy parents is specific enough to target.
Problem severity	4	Meal planning is a daily, real pain.
Asset readiness	5	Full editable ebook owned, 80%+ reusable.
Effort to build	5	Checklist pack = one focused weekend.
Rights confidence	5	PLR license re-read and cleared.
Uniqueness angle	2	Meal-prep checklists are everywhere - needs a twist.
Your excitement	3	Mildly interested, not fired up.

TOTAL: 28 / 35 -> solid but the uniqueness gap (2) says: find a sharper angle or pick another idea.

The lesson: don't chase the highest total blindly. Read the pattern. A 28 with a 2 in uniqueness is weaker than a 26 with no score below 3. Fix the weak criterion or move on - that's the SELECT step working as intended.

Top-3 comparison sheet

Score your ideas, then line up the top three here. Winner = highest total + lowest effort. Ties go to excitement.

Criterion	Idea A	Idea B	Idea C
Audience clarity			
Problem severity			
Asset readiness			
Effort to build			
Rights confidence			
Uniqueness angle			
Your excitement			
TOTAL / 35			

Winner: _____

Weakest criterion to fix (or drop): _____

Next action + date: _____