Demand Validation Add-On Worksheet

The missing step between Score and Select in Hard Drive Goldmine AI — a free bonus from Pickzox

Why This Step Exists

The 35-point scorecard ranks your ideas consistently. It does not prove that anyone will buy the winner. Run these five checks on your top-scoring idea before you build anything. Twenty minutes here can save you twenty hours of building the wrong product.

The Five Checks

Check	How to run it	Pass signal
Marketplace search	Search Etsy, Gumroad, and WarriorPlus for your product type	Real listings exist and sell
Competing listings	Open the top 5 competing products	You can name one clear way yours differs
Review pain points	Read 10 negative reviews of competitors	A repeated complaint you can fix
Price anchor	Note the price range of the top sellers	Your planned price sits inside it
Interest test	Post the concept to one audience you own	Replies, clicks, or waitlist signups appear

Decide

- 4–5 passes: build it, starting this week.
- 3 passes: fix the weakest check, then re-test once.
- 0–2 passes: return to your scorecard's number-two idea.
- Write the result on the product brief itself.
- Never let a high score override a failed interest test.