Micro-Product Idea Worksheet

Demand signals, outcome sentence, format picker, kill-criteria — one page.

1. Demand signals (need at least 2)

[ ] Repeated questions
[ ] Unfinished tasks
[ ] Avoidable errors
[ ] Requests for examples

2. Outcome sentence

Buyer will be able to _____ in _____ minutes.

3. Format picker

[ ] Checklist [ ] Template [ ] Mini-guide [ ] Kit

4. Kill criteria (drop the idea if any is true)

[ ] No repeated signal found
[ ] Outcome cannot be stated in one sentence
[ ] Needs more than one sitting to finish

Pickzox bonus — free with the AI Micro-Product Machine via our link.