Workshop Idea Validation Checklist

A Pickzox exclusive bonus for Workshop Launch Engine buyers.
Pressure-test your idea before you build (the FIND phase, done right).

Score each item honestly. If you cannot check at least 18 of 25, refine the idea before building.

Audience clarity (5)

[ ] I can describe my target buyer in one sentence (who they are, not just demographics).

[ ] I know where these people already gather online (groups, forums, hashtags, newsletters).

[ ] I have seen them actively discussing this problem in the last 90 days.

[ ] I can name 3 specific frustrations they express in their own words.

[ ] The audience is reachable by me (I have or can build access - list, following, partnerships).

Problem severity (5)

[ ] The problem costs them money, time, or real pain - not just mild curiosity.

[ ] They have tried and failed to solve it before (proof it matters).

[ ] They are already paying for partial solutions (books, tools, courses, freelancers).

[ ] The problem is urgent enough that 'someday' is not the default answer.

[ ] I can state the problem in the buyer's own language, not my jargon.

Outcome definability (5)

[ ] The workshop promises ONE clear outcome, not five vague benefits.

[ ] I can describe what the buyer will be able to DO after the workshop.

[ ] The outcome is achievable inside a workshop format (not a 6-month transformation).

[ ] I can explain the outcome in one sentence a stranger would understand.

[ ] The outcome is believable - no miracle claims needed to sell it.

Willingness to pay (5)

[ ] Comparable workshops or courses sell in the $17-$197 range successfully.

[ ] I have evidence (comments, DMs, survey replies) that people would pay for this.

[ ] The price I plan covers my effort with realistic conversion math.

[ ] There is no free alternative that fully solves it (YouTube, free guides).

[ ] Bonuses and positioning can differentiate me from cheaper alternatives.

Differentiation (5)

[ ] I can state in one line why MY workshop beats the alternatives.

[ ] My angle, method, or experience gives me a credible edge.

[ ] The workshop format fits the topic better than a course or ebook would.

[ ] I have a personal story or proof point that supports my authority.

[ ] The idea excites ME enough to market it for 90 days straight.

Scoring

22-25: Strong idea - build it. 18-21: Good bones - tighten the weak items first. Below 18: Refine or pivot before investing build time.