

DIGITAL PRODUCT IDEA VALIDATOR

Validate your idea BEFORE you build a single slide — complete in 20 minutes

FREE

You just watched the free training. Now let's find out if YOUR idea will actually sell. Work through each section below. By the end you'll know if you have a validated product — or if you need to pivot.

STEP 1**THE IDEA GUT CHECK**

5 questions. Honest answers only.

Answer YES or NO. Be brutally honest — this is between you and your bank account.

YES

NO

Is this solving a SPECIFIC problem, not a general topic?*e.g. "How to write cold DMs" vs. "Social media marketing"*

YES

NO

Have you seen people ACTIVELY asking about this problem online?*Facebook groups, Reddit, YouTube comments, DMs you've personally received*

YES

NO

Can someone get a clear, measurable result in under 60 days?*Not a lifestyle transformation — a specific, defined outcome*

YES

NO

Would YOU have paid \$27–\$97 for this when you were stuck here?*If the honest answer is 'maybe' — that's a no.*

YES

NO

Can you build a basic version in 10–15 focused hours?*If it takes 6 months to build, the scope is too wide. Break it down.***SCORE:** 5/5 = Green light 3–4 = Tweak your angle 0–2 = Pivot now, don't build yet**MY SCORE:** ___ / 5**STEP 2****PAIN POINT MINING**

Use their exact words, not yours

Go to 2–3 sources below. Copy the exact language people use to describe their problem. Facebook Groups in your niche Reddit DMs or questions you've personally received (search topic + 'help' or 'struggling') Google autosuggest / 'People also ask' YouTube comments on competitor videos Amazon reviews of similar books or products**WRITE 3 REAL PHRASES YOU FOUND (their exact words, not paraphrased):**

1. _____
2. _____
3. _____

THE #1 PAIN POINT I'M SOLVING: _____**READY TO EXECUTE THE FULL 60-DAY SYSTEM?***Bank Your First \$1K in 60 Days™ — Complete mini-course with workbook, AI prompts & action planner.*

VALIDATE & RUN THE NUMBERS



Will they actually pay? Let's find out before you waste 15 hours building.

STEP 3 THE \$27 PRE-SELL TEST SCORECARD Do this before building anything

The rule is simple: 10+ YES responses OR 3+ actual pre-sales = VALIDATED. Anything less = tweak your angle or price, then re-test. Economics doesn't care about your feelings.

THE ACTION	HOW TO DO IT	MY RESULT
Post a poll to your audience	IG stories, FB group, or Threads: 'Would you pay \$X for a guide on [topic]?'	Yes: ___ No: ___ Maybe: ___
DM 10–15 people direct ly	Message anyone who's mentioned this struggle: 'Honest thoughts?'	Positive replies: ___ / 15
Offer a \$27 pre-sale s pot	No product yet — that's the point. '10 spots at \$27 before launch. Interested?'	Pre-sales collected: \$___

STEP 4 THE \$1K REVENUE MATH Know your numbers before you build

Fill in your numbers. This tells you exactly how many sales you need and if your audience is large enough.

1 MY PRICE POINT

What will you charge?

\$ _____

2 SALES NEEDED TO HIT \$1K

$\$1,000 \div \text{your price}$

___ sales needed

3 MY REACHABLE AUDIENCE

Followers + contacts + email list

___ people total

QUICK MATH: \$47 product x 22 sales = \$1,034. If you have 200 warm followers that's an 11% conversion rate — totally achievable with a proper 5-day launch sprint.

STEP 5 WHAT'S YOUR NEXT MOVE? Be specific — vague plans don't execute

- ✓ **5/5 Gut Check + Pre-Sell Validated** → You're **READY**. Move straight to Phase 2 (Build).
- ~ **3–4 Gut Check + Some Interest** → Tweak your niche or angle. Re-run the poll before building.
- ✗ **0–2 Gut Check or No Pre-Sell Interest** → Pivot. Pick a different problem. Do **NOT** build yet.

MY NEXT ACTION (be specific — what exactly will you do, and by when?):

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CRAFT YOUR OFFER STATEMENT

Before you sell anything, you need to say EXACTLY what it is — in one sentence.

THE FORMULA: I help [SPECIFIC PERSON] who [PAINFUL PROBLEM] achieve [RESULT] through my [FRAMEWORK] that [DIFFERENTIATOR] — in [TIMELINE] without [OBJECTION].

WHO IS IT FOR?

Describe your specific ideal customer — not 'everyone'

WHAT PAINFUL PROBLEM?

The exact struggle they're experiencing RIGHT NOW

WHAT'S THE SPECIFIC RESULT?

Measurable outcome — not a feeling or a transformation

WHAT'S YOUR FRAMEWORK OR METHOD?

Your program name, process, or unique approach

WHAT MAKES IT DIFFERENT?

Use: "without _____" / "unlike most _____" / "even if _____"

WHAT'S THE TIMELINE?

Realistic timeframe for them to see results

WHAT OBJECTION DOES IT REMOVE?

The #1 excuse they'll use not to buy

YOUR COMPLETE OFFER STATEMENT:

I help _____ who _____
 achieve _____ through my _____
 that _____ — in _____ without _____.

↑ THIS IS YOUR PRODUCT PITCH, SOCIAL BIO, AND SALES PAGE HEADLINE.

REALITY CHECK: If you can't complete this in 10 minutes, your offer isn't clear enough yet. That's not failure...that's data. Go back to Section 1 and get more specific on WHO and WHAT. Clarity is what converts. Vague offers don't sell.

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 This worksheet accompanies the *Bank Your First \$1K in 60 Days™* free training.

READY TO EXECUTE THE FULL 60-DAY SYSTEM?

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