

# Turn Ideas into Products



## Checklist

A calm way to turn what you already know into a sellable digital product.

Read this first:

This checklist does not teach you how to build a product.  
It helps you decide what is worth building — before you waste time, energy, or money.

### STEP 1: IDEA INVENTORY (CLARITY FIRST)

☐

Write down 3 things people already ask you about.

- At work
- Online
- In DMs
- In real life



☐

Identify 1 problem you've personally solved

- Something that used to feel confusing
- Something that now feels "normal" to you

☐

Check: can you explain this solution without jargon?

- If yes  keep it
- If no  park it for later

☐

Remove ideas that require: – certifications you don't have

- Years of experience you haven't lived yet
- Pretending to be an "expert"
- If it feels heavy, complicated, or performative

It's not your first product.

NOTES:



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### STEP 2: PROBLEM VALIDATION (BEFORE YOU BUILD)

☐

Can you clearly finish this sentence?

- “This product helps \_\_\_\_\_ who is struggling with \_\_\_\_\_.”

☐

Is this problem:

- Specific
- Emotional
- Already costing her time, money, or energy?

☐

Has this problem shown up:

- In comments you’ve read
- In questions you’ve been asked
- In your own life before?

☐

Can you solve one part of the problem — not the whole thing?

- First products solve one painful step, not an entire life.

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### STEP 3: PRODUCT TYPE MATCH (KEEP IT SIMPLE)

☐

Choose one beginner-friendly format:

- Checklist
- Guide
- Workbook
- Mini roadmap

☐

Confirm this product:

- Can be consumed in under 60 minutes
- Creates clarity or relief quickly
- Does not require ongoing support

☐

Remove any ideas that feel like:

- A course
- A coaching container
- A “full system”

Small products build belief. Big products come later.

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### STEP 4: OUTCOME CHECK (THIS IS CRITICAL)

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After using this product, the buyer should be able to say:

- "I finally understand what to do next."

☐

The outcome is:

- Clear
- Realistic
- Achievable without you present

☐

You are not promising:

- Income results
- Growth numbers
- Overnight success

Your job is clarity — not guarantees.

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### STEP 5: FIRST-SALE READINESS FILTER

Before moving forward, confirm:

☐

I could confidently charge \$27-\$47 for this

☐

I would buy this if I had this problem

☐

I can explain what it does in one sentence

☐

I'm not building this to avoid selling

**If all are checked — this idea is valid.**

### FINAL NOTE

This checklist exists to stop you from:

- Overbuilding
- Overthinking
- Copying other people's offers

It gives you a starting point, not a finished product. Once your idea passes this checklist, that's when structure, creation, and selling come in.

NOTES:



## **This Is Where Clarity Turns Into Direction**

If this checklist helped you slow things down, organize your thoughts, and see that you do have something worth building — that wasn't an accident.

This checklist was designed to help you:

- Get out of your head
- Stop second-guessing yourself
- See your strengths and ideas more clearly
- But clarity is only the first step.
- At some point, you need direction.

## **What Comes Next (If You're Ready)**

Once you can see your ideas more clearly, the next natural question is:  
"Which idea do I actually turn into a product — and how do I know it will work?"

That's exactly what my guide  
*Turn Ideas Into Products - A Hustle-Free Mom Guide*  
was created to help you with.

This guide walks you through:

- Identifying the right idea (not just a good one)
- Understanding what makes a digital product worth creating
- Turning your skills, experiences, and strengths into something tangible
- Choosing an idea that makes sense for your life and capacity

## **Why This Guide Works So Well After the Checklist**

The checklist helps you see what's possible.

The guide helps you decide what's next.

They're meant to work together.

If you found value in this checklist, you'll feel at home in the guide.

It goes deeper — but stays just as calm, practical, and realistic.

## **If You're Ready for the Next Step**

If you're ready to move from thinking about ideas to choosing one with confidence, you can explore the guide here:

👉 **[Turn Ideas Into Products - A Hustle-Free Mom Guide \(\\$27\)](#)**

Take your time. Read the details.

And only move forward if it feels aligned.

There's no rush — just a clear next step when you're ready.