Don't know **what to sell?**



Find a digital product idea people already want, in 15 minutes with AI.

1. **Who you can help**
2. **Their problem**
3. **Your product ideas**
4. **The quick check**

WHAT YOU'LL WALK AWAY WITH

"I help **moms whose money is gone before payday** with **simple budgeting** so they can **cover every bill until the next paycheck**."

My product idea: **a budget planner printable**

This is an example. Yours will be built from what you know.



Hi, I'm Kristin 💗

OFFICIAL CANVA PARTNER · 1,100+ STUDENTS

For two and a half years, I made digital products nobody bought. I kept asking, "What can I make?"

The question I needed was: **"What problem are people already trying to solve?"** Once I started there, my business finally started working.

This guide walks you through that same question, with AI doing the heavy lifting.

1. **Open ChatGPT or Claude.** The free version works.
2. **Copy a prompt,** fill in the **[pink brackets]**, and paste it in.
3. **Answer in your own words.** There are no wrong answers.

1 WHO YOU CAN HELP

You probably already have your idea. **You just don't see it yet.**

📋 COPY THIS PROMPT

I want to create my first digital product, but I don't know what to sell. Ask me these 3 questions one at a time, and wait for my answer each time:

1. What do people often ask me for help with?
2. What do I know more about than most people? (It could come from my job, parenting, a hobby, or something I've lived through.)
3. What used to be hard for me that feels easier now?

Then suggest 3 groups of people I could help, based on my answers. Make each one specific, like "new teachers in their first year" instead of "teachers."

💡 **Question 3 is the big one.** Problems you've already solved for yourself often make the best products.

2 THEIR PROBLEM

A topic isn't a product. **A problem is.**

📋 COPY THIS PROMPT

I want to help **[the group you picked]**. List 10 specific problems they're struggling with right now that a simple digital product could help with, like a planner, checklist, template or guide. Use the words they would use to describe it.

Then help me pick the ONE problem that's the most specific and the most frustrating for them.

My person:

Their problem:

3 YOUR PRODUCT IDEAS

Now turn it into **something you can make.**

📋 COPY THIS PROMPT

Write my niche statement in this format: "I help **[who]** with **[problem]** so they can **[a result they can see]**."

Then give me 3 digital product ideas I could make a first version of in Canva:
Idea 1 solves the problem directly.
Idea 2 helps them put it into action, or makes it faster.
Idea 3 thinks bigger, like a bundle, planner or system.

For each idea, tell me who it's for, the problem it solves, and why it fits me. Then recommend the one that's fastest to make and most likely to sell first.

EXAMPLE

"I help **moms whose money is gone before payday** with **simple budgeting** so they can **cover every bill until the next paycheck**."

1. A budget planner printable (solves it directly)
2. A paycheck budget template in Canva (makes it faster)
3. A 12-month money reset bundle (thinks bigger)

Before you pick, check your niche

- ☐ Can I talk about this daily?
- ☐ Can I create real value here?
- ☐ Am I willing to keep learning about it?
- ☐ Does this fit my future goals?

Not a full yes? Ask the AI to help you tweak it. Clarity beats rushing.

"You don't need to be an expert.
You just need to be a few steps ahead of the person you're helping."

4 THE QUICK CHECK

Before you open Canva, **see if people already buy it.**

Search Etsy the way a buyer would, like **"budget planner printable."** Then take a screenshot of the results. Etsy doesn't let AI look at its pages, so **your screenshot is how it sees them.**

📋 COPY THIS PROMPT (ADD YOUR SCREENSHOT)

Here's a screenshot of Etsy search results for "**[your idea]**." Look at what's there and tell me:

1. Are people already selling products like this?
2. Do some of them have reviews? (Reviews mean people have bought them.)
3. What could make mine different or better?

Then give me a simple answer: yes, maybe, or not yet. Tell me why.

Your idea is ready if you can check all 5

- ☐ It's for one specific person
- ☐ It solves one specific problem
- ☐ I could make a first version in Canva
- ☐ People already buy something like it
- ☐ It would make someone's life easier

My idea

I help _____

with _____

so they can _____

My product idea: _____

🎉 **You just did the part most people skip.**

WHAT'S NEXT

You found your idea.
Now meet your team.

You just did step 1 of my DREAM Method, plus a quick check from step 2. Next comes making it and selling it. That's the part I got stuck on for years. Now imagine having a **whole team** building your digital product with you:

🔍 **Your Researcher**
Checks that people already buy your idea, before you make it.

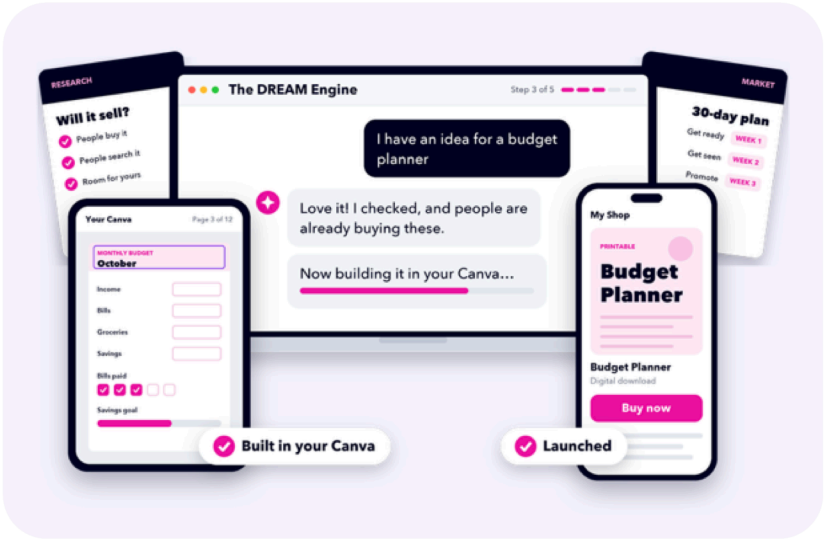
✍️ **Your Copywriter**
Writes your sales page, title and tags, ready to paste.

🎨 **Your Designer**
Builds your product in YOUR Canva, in your look.

📣 **Your Marketer**
Hands you a 30-day plan to reach your first buyers.

That's the DREAM Engine.

It does the heavy lifting. You make the decisions.



Ready to build it?

Doors closed when you visit? **Join the list** and you'll get the link first.

See how it works
kristindigital.com/dream-engine

P.S. Reply to my email and tell me the idea you found. I'd love to cheer you on! 💗 Kristin

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