FREE STARTER BLUEPRINT
20 DIGITAL PRODUCT NICHES

YOUR FIRST PRODUCT STARTS WITH ONE IDEA

20 Digital Product Niches

WORTH EXPLORING

A practical discovery guide to find a problem you can solve, choose an idea, and take your first step with AI.

01	FIND A READER
02	CHOOSE AN OFFER
03	TEST YOUR IDEA

YOUR NEXT MOVE
Find one specific person you can help with a useful product.

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HOW TO USE THIS GUIDE

One niche. One person. One useful result.

You do not need twenty products. You need one focused idea that solves a problem you understand.

Hey, I'm Chris J. I've helped people turn what they already know into practical digital products. Start by looking at your experience, not by chasing whatever seems popular.

01 FIND THE PROBLEM

Notice which questions people already ask you. What do they struggle to complete?

02 PICK THE FORMAT

Start simple: a PDF guide, workbook, checklist, template, or prompt library.

03 CHECK THE FIT

Can you explain the steps from real knowledge? Can someone get a useful result?

YOUR NEXT MOVE

Circle three niches that match your actual experience.

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IDEAS 01–04

Make the idea specific

Product opportunities to investigate—not guaranteed bestsellers. Validate demand and use your own expertise.

01
Personal budgeting
Monthly budget planner
A fillable spending tracker with a simple weekly review.

02
Meal planning
7-day dinner system
Recipe plan, grocery list, and preparation checklist.

03
Fitness education
Beginner movement journal
Routine tracker with safe modifications and progress notes.

04
Home organization
Room-by-room reset checklist
Printable decluttering tasks and maintenance calendar.

YOUR NEXT MOVE
Who needs one of these products, and what would they accomplish with it?

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IDEAS 05–08

Make the idea specific

Product opportunities to investigate—not guaranteed bestsellers. Validate demand and use your own expertise.

05

Parenting routines

Family morning routine kit

Age-adaptable schedules and conversation prompts.

06

Faith-based study

Scripture reflection workbook

Guided reading, study questions, and personal journaling.

07

Career development

Interview preparation kit

Question bank, STAR worksheet, and practice planner.

08

Resume writing

Resume refresh templates

Editable formats and an achievement-writing guide.

YOUR NEXT MOVE

Who needs one of these products, and what would they accomplish with it?

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IDEAS 09–12

Make the idea specific

Product opportunities to investigate—not guaranteed bestsellers. Validate demand and use your own expertise.

09

Small-business operations

Client onboarding kit

Welcome email, intake form, and follow-up checklist.

10

Social media planning

30-post content planner

Weekly calendar and reusable captions framework.

11

YouTube education

First 10-video planner

Audience worksheet, content pillars, and video outline.

12

AI productivity

Everyday AI prompt library

Prompts for organizing notes, tasks, and work processes.

YOUR NEXT MOVE

Who needs one of these products, and what would they accomplish with it?

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IDEAS 13–16

Make the idea specific

Product opportunities to investigate—not guaranteed bestsellers. Validate demand and use your own expertise.

13

Travel planning

Weekend trip organizer

Budget sheet, packing list, and itinerary template.

14

Event planning

Small event planning bundle

Timeline, vendor questions, and guest checklist.

15

Homeschool support

Weekly learning tracker

Subject plan, activity log, and reflection sheet.

16

Photography education

Phone photography field guide

Lighting, composition, and practice exercises.

YOUR NEXT MOVE

Who needs one of these products, and what would they accomplish with it?

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IDEAS 17–20

Make the idea specific

Product opportunities to investigate—not guaranteed bestsellers. Validate demand and use your own expertise.

17

Pet care education

Pet routine organizer

General care schedule and appointment tracking.

18

Gardening for beginners

First garden planning workbook

Space planner, season notes, and supply list.

19

Freelancing basics

Service package builder

Offer statement, scope worksheet, and proposal template.

20

Personal development

Goal-to-action workbook

Weekly priorities, habit tracking, and self-review.

YOUR NEXT MOVE

Who needs one of these products, and what would they accomplish with it?

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CHOOSE YOUR FIRST IDEA

Don’t choose by hype. Choose by fit.

Rate your three strongest ideas from 1 to 5 on each question. A high score is a reason to test—not proof of demand.

01	I understand this problem from firsthand experience.
02	I can clearly describe the person who needs help.
03	I can teach a useful result in five steps or fewer.
04	I can create a credible first version with my resources.
05	I can find real people to ask for feedback.

MY TOP IDEA: _____

YOUR NEXT MOVE
Choose the highest-fit idea and ask two potential buyers for feedback.

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PASTE INTO CHATGPT OR CLAUDE

Let AI interview you first.

Answer the questions truthfully. Do not let AI invent accomplishments or promise that any niche will sell.

COPY-AND-PASTE AI PROMPT

Act as my digital product discovery coach. Interview me one question at a time about my skills, lived experience, who I help, and the problems I can explain clearly. After five questions, suggest three narrowly defined digital product ideas. For each include: the specific reader, the problem, a realistic first product, five teaching sections, and two practical ways to validate interest. Do not invent facts, testimonials, demand statistics, or income claims. Ask me to choose one idea before creating the outline.

YOUR NEXT MOVE

Save your three ideas; ask two real potential buyers what would help.

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YOUR NEXT MOVE

You have an idea. Now build it.

This free guide helps you choose a direction. The full Digital Products Made Easy book walks you through creating, designing, and preparing that product for sale.

DISCOVER IT
Choose one audience, one problem, one achievable result.

CREATE IT
Use ChatGPT or Claude to organize real knowledge into your guide.

DESIGN IT
Create a readable PDF in Canva and check every page.

SELL IT
Prepare the offer, checkout, delivery, and launch message.

YOUR NEXT MOVE
Explore Digital Products Made Easy to build your first product.