

**BUSINESS IN A BOX**

# **FIND & VALIDATE YOUR PRODUCT**

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Turn what you know into one focused product  
your audience has a reason to want.

**AUDIENCE • PROBLEMS • RESEARCH • VALIDATION • DECISION**

Works across niches. No giant audience or expensive research software required.

**Created by Mr. Mike**

# Your First Major Business Decision

**This guide will help you choose one useful product idea based on fit and evidence—not excitement alone.**

A digital product begins long before the writing and design. It begins with a person, a situation, and a problem worth solving. If those pieces are unclear, even a beautiful product can feel unnecessary. If those pieces are strong, a simple checklist may be more valuable than a giant course.

You will use ChatGPT as an interview partner, organizer, and research assistant. You will make the final decisions. ChatGPT can help you see patterns, but it cannot guarantee demand or decide what you are qualified to teach.

**YOUR FINISH LINE: One clearly defined audience, one specific problem, one selected product idea, supporting evidence, honest limitations, and a completed Product Brief ready for Guide 04.**

## What you will complete

- A Business Command Center conversation containing your approved foundation.
- A personal Knowledge and Experience Inventory.
- A focused audience description written in ordinary language.
- An Audience Problem Map based on repeated questions and real situations.
- A simple evidence log showing where each problem signal came from.
- A responsible competitor scan that teaches without copying.
- A list of possible products in formats you can realistically create.
- A scorecard comparing usefulness, fit, evidence, effort, risk, and sales potential.
- A lightweight validation plan appropriate for your current audience size.
- A final Product Brief that becomes the source of truth for product creation.

Do not skip directly to the product generator. The earlier work supplies the context that prevents ChatGPT from giving you the same generic ideas it could give anyone.

# Do Not Begin With “What Can I Sell?”

The question “What can I sell?” encourages random products. A stronger question is: “Who can I help, what are they trying to do, and what keeps getting in their way?”

Your product is not the stack of pages, prompts, or templates. Those are the delivery method. The product’s value comes from helping a specific person move from a frustrating current situation toward a clearer, easier, safer, or more organized next situation.

## Product-first thinking

- “I want to make an ebook. What should it be about?”
- “Prompt packs are popular, so I should sell one.”
- “This template looks easy to create. Somebody will probably buy it.”
- “Another creator sells this, so I should make my version.”

## Problem-first thinking

- “People in my audience keep asking how to complete this task.”
- “Beginners repeatedly make the same avoidable mistake.”
- “The available information is scattered, confusing, or written for experts.”
- “I have a repeatable process that saves time or removes uncertainty.”

**A PRODUCT IDEA IS A HYPOTHESIS. You believe a certain group may value a certain solution. Research and validation help you test that belief before investing heavily. They reduce guessing; they do not remove all risk.**

A strong first product usually makes one useful promise, stays within your experience and evidence, and can be delivered well without requiring a giant team or budget.

During this guide, record what you learn even when it challenges your favorite idea. The goal is not to prove your first thought was right. The goal is to choose the strongest responsible opportunity you can currently build.

# Create the Conversation That Knows the Big Picture

Either device. Open ChatGPT and start a fresh conversation. Rename it exactly:

## 01 - My Business Command Center

This conversation will hold your core information: experience, audience, strengths, resources, limitations, communication style, and approved direction. Later chats will receive a smaller Context Capsule created from this foundation.

## Before pasting the master prompt

1. Open the 01 - BUSINESS FOUNDATION folder you created in Guide 01.
2. Create a document named Business\_Foundation\_Notes. A basic document or notes file is enough.
3. Write your name or business name, the platforms you currently use, and any niche you already discuss.
4. Gather useful non-private information such as audience questions, past content topics, work experience, hobbies, credentials, or products you previously sold.
5. Do not upload passwords, customer records, banking information, or private messages containing identifying details.

## How this interview will work

The master prompt tells ChatGPT to ask one question at a time. Answer honestly. "I do not know yet" is a valid answer. If a question is confusing, say: "Explain why you are asking and give me one simple example."

**DO NOT PERFORM FOR THE AI. An honest limitation produces a safer, more realistic plan than pretending to be an expert. Your real combination of knowledge, experience, audience access, and willingness to research is enough to begin.**

The next page contains the complete Business Command Center Setup Prompt. Copy all of it into the newly named conversation.

# Build Your Business Foundation

## BUSINESS COMMAND CENTER SETUP PROMPT

Act as my practical digital-product business strategist and interviewer. Help me identify what I can responsibly create and sell without inventing expertise or promising income.

Interview me one question at a time and wait for every answer. Ask follow-ups when I am vague. Cover: experience, skills, hobbies, solved problems, topics people ask me about, audiences I understand, current content, past sales or business experience, credentials, tools, budget, available time, preferred formats, communication style, topics I should not teach, important risk areas, and what I want the business to accomplish.

Do not recommend products during the interview. Do not flatter me or treat interest as expertise. Distinguish personal knowledge, researchable topics, and areas requiring qualified review.

When I say INTERVIEW COMPLETE, create: Knowledge and Experience Inventory; audiences I may understand; problems I may be equipped to help with; limitations and verification needs; resources and constraints; communication style; and missing research.

End with a draft Business Context Capsule labeled DRAFT - NEEDS MY APPROVAL. Do not choose my product. Begin with the first question.

## After you paste the prompt

1. Read each question carefully and answer in your normal language.
2. Add examples when possible. Specific experience is more useful than labels such as "good at social media."
3. Correct misunderstandings immediately.
4. When the interview feels complete, type INTERVIEW COMPLETE.
5. Review every section. Remove exaggeration, add missing limits, and correct any invented statement.
6. Ask ChatGPT to revise the draft using your corrections.

**SAVE CHECK: Copy the approved foundation and Context Capsule into Business\_Foundation\_Notes. Label the date. This is your business record; the chat is the working conversation.**

Do not proceed until the summary sounds true, specific, and recognizably yours.

# Separate Knowledge, Experience, Interest, and Access

People often undervalue ordinary experience or overvalue enthusiasm. This four-part inventory helps you see what you can responsibly turn into a product.

## 1. Knowledge

What do you understand well enough to explain? This may come from education, employment, self-study, repeated practice, caregiving, business, or a long-term hobby.

## 2. Experience

What have you actually done? Include processes completed, problems solved, systems built, mistakes corrected, and results observed. Experience does not require fame, but it should be real.

## 3. Interest

What are you willing to keep learning and discussing? Interest supports consistency, but interest alone does not qualify you to make strong claims.

## 4. Access

Which audiences, tools, environments, examples, or information can you reach? Someone may have moderate knowledge but excellent access to a community whose questions they understand deeply.

## Use this sorting prompt

Using my approved Business Foundation, create a four-column inventory: Knowledge, Experience, Interest, and Audience Access. Place each relevant topic in the correct column. A topic may appear in more than one column, but explain why. Flag anything I have described as expertise without providing evidence. Ask me to correct the inventory before drawing conclusions.

**RESPONSIBLE PRODUCT ZONE: The strongest opportunities often sit where genuine experience, audience understanding, repeatable problems, and willingness to continue learning overlap.**

Save the corrected inventory in your Business Foundation document. You will use it when evaluating whether an attractive product idea actually fits you.

# Why Should This Person Learn From You?

Credibility is not the same as popularity. A person may be helpful because they completed the process, made the mistakes, organized scattered information, developed a practical method, or can explain the basics more clearly than an expert speaking to other experts.

## Sources of legitimate credibility

- Direct results: You achieved or maintained an outcome you can document honestly.
- Repeated process: You have completed the task enough times to recognize patterns and common errors.
- Professional background: Work, education, certification, or supervised experience supports the topic.
- Lived experience: You navigated a situation and can teach the practical process without claiming universal results.
- Research and organization: You can responsibly collect reliable sources and turn them into a usable beginner roadmap.
- Teaching ability: People consistently understand something better after you explain it.

## Credibility limits

- A personal result does not prove every customer will receive the same result.
- Being a customer does not automatically qualify you to give professional advice.
- A large following does not make inaccurate information reliable.
- ChatGPT-generated content does not create expertise you do not possess.
- Research-based products must distinguish sourced facts from your opinions and inferences.

Based only on my approved foundation, write a private Credibility Statement explaining why I may be helpful to this audience and where my authority ends. Use first person, avoid hype, and mark every unsupported claim as NEEDS EVIDENCE.

**KEEP THIS PRIVATE FOR NOW. The Credibility Statement helps you select and frame a responsible product. Later, selected pieces may support your creator bio or sales page without turning the offer into “look at me.”**

# Choose a Person You Can Actually Picture

An audience is not merely an age range or broad niche. “Women 25 to 45” tells you little about the problem. “First-time Etsy sellers trying to prepare their first digital download” gives you a situation, experience level, and immediate task.

## A useful audience description includes:

- Identity or role: Creator, parent, beginner gardener, new manager, caregiver, freelancer, student, or hobbyist.
- Current situation: What are they trying to begin, fix, decide, organize, avoid, or improve?
- Experience level: Complete beginner, early-stage, intermediate, or experienced but stuck.
- Important constraints: Time, money, device, space, confidence, tools, access, or responsibilities.
- Desired progress: What realistic next situation would feel meaningfully better?

## Too broad

**“I help people with fitness.”**

## More useful

**“I help adults returning to exercise after a long break create a simple home walking routine that fits a busy schedule.”**

## Audience focus prompt

Using my Business Foundation and Credibility Statement, identify up to five audiences I may understand. For each, describe the current situation, experience level, constraints, desired progress, why I may understand them, and what additional research I would need. Do not recommend a product yet. Then ask me which two audiences I feel most prepared and motivated to serve.

**FOCUS DOES NOT BAN OTHER CUSTOMERS. It gives your product one clear person to speak to. Other people may still find it useful.**

Choose one working audience for the remainder of this guide. You can return to other audiences for later products.

# Write the Situation in Their Language

Now turn the working audience into a one-page profile. This is not a fictional stereotype. It is a practical summary of patterns you will continue verifying.

## Profile sections

1. Who they are: Role, stage, or situation—not unnecessary personal details.
2. What they are trying to do: The task, decision, or change already on their mind.
3. What gets in the way: Confusion, time, sequence, confidence, tools, cost, missing information, or common mistakes.
4. What they have already tried: Free videos, searching, guessing, templates, courses, apps, asking friends, or doing nothing.
5. What they fear: Wasting money, looking foolish, making a mistake, choosing incorrectly, or failing again.
6. What they value: Speed, detail, simplicity, control, encouragement, privacy, flexibility, or proof.
7. Words they use: Direct phrases from questions, comments, reviews, and conversations—without exposing private identities.
8. What progress looks like: A believable useful next step, not an exaggerated life transformation.

Create a DRAFT Audience Profile for my selected audience using only confirmed information from this chat. Separate CONFIRMED, INFERRED, and UNKNOWN details. Ask me one question at a time to resolve the highest-impact unknowns. Do not invent demographics or emotional struggles.

**THE LABEL “INFERRED” MATTERS. A plausible assumption is not evidence. Keep it visible until research or direct audience feedback supports it.**

Save the approved profile in 02 - PRODUCT RESEARCH as Audience\_Profile\_v01. Add dates when updating it so you can see what changed.

# Define Ethical and Expertise Boundaries

A profitable-looking problem is not automatically an appropriate product for you. Some topics create serious consequences when advice is inaccurate, oversimplified, or mistaken for professional guidance.

## Use extra caution with:

- Health, mental health, nutrition, diagnosis, treatment, medication, or physical safety.
- Legal rights, contracts, compliance, privacy, employment law, or immigration.
- Taxes, investing, debt, insurance, credit repair, or personalized financial decisions.
- Emergency preparation, child safety, abuse, addiction, or crisis situations.
- Claims involving guaranteed income, platform eligibility, or rapidly changing rules.

## Possible responsible approaches

- Teach your personal process while clearly identifying it as personal experience.
- Create organizational tools rather than personalized professional advice.
- Use qualified, current primary sources and cite them accurately.
- Have a licensed or qualified expert review material when the stakes justify it.
- State limitations and direct readers to appropriate professional help.
- Choose a different problem when the risk exceeds your ability to serve responsibly.

Review my selected audience and possible topic areas for expertise, legal, medical, financial, safety, privacy, copyright, and platform-policy risk. Create three lists: SAFE WITH NORMAL REVIEW, REQUIRES STRONG SOURCES OR EXPERT REVIEW, and DO NOT TEACH WITHOUT QUALIFICATION. Explain each classification and ask me for missing credentials or experience.

**A DISCLAIMER DOES NOT FIX BAD ADVICE. It can clarify scope, but it does not replace accuracy, qualification, careful research, or responsible product design.**

# Build an Audience Problem Map

People do not always describe a problem directly. They may describe a symptom, repeated question, failed attempt, fear, delay, or desired shortcut. Your job is to organize these signals without exaggerating them.

## Eight problem categories

- Knowledge gap: “I do not understand what this means.”
- Sequence gap: “I know the pieces but not what order to do them.”
- Decision gap: “I cannot compare the options or choose.”
- Execution gap: “I understand the idea but cannot complete the task.”
- Organization gap: “My information, files, or process are scattered.”
- Confidence gap: “I am afraid I will do it wrong.”
- Time gap: “I need a faster or simpler way to complete this.”
- Feedback gap: “I do not know whether what I created is good enough.”

## Problem-map prompt

Using my approved Audience Profile, help me build an Audience Problem Map. Create the eight categories: Knowledge, Sequence, Decision, Execution, Organization, Confidence, Time, and Feedback. Add only problems supported by my experience or evidence. Place unsupported possibilities in a separate HYPOTHESES TO RESEARCH section. For every problem, write the situation, likely consequence, words the audience may use, and evidence still needed.

**DO NOT CONFUSE A SYMPTOM WITH THE ROOT PROBLEM. “I need more followers” may hide unclear positioning, weak content, the wrong audience, or unrealistic expectations. Record what people say, then investigate what may actually be happening.**

Your map will grow during research. Keep the difference between observed evidence and your interpretation visible.

# Listen Where the Audience Already Talks

You do not need expensive research software to begin. You need repeated, relevant evidence from places where the audience asks questions, compares options, complains, searches, buys, and reviews.

## Places to listen

- Your own comments and messages: Repeated questions, misunderstandings, objections, and requests.
- Conversations and customer support: Questions people ask before, during, or after attempting the task.
- Search suggestions: Phrases suggested by search engines or platform search bars.
- Creator content: Popular questions, recurring comments, and gaps in explanations.
- Product reviews: What customers appreciate, dislike, expected, or still could not accomplish.
- Communities and forums: Detailed situations and language patterns. Follow community rules and protect identities.
- Courses, books, and existing resources: How the topic is organized and what audiences already pay to learn.
- Your own experience: Questions, mistakes, and steps you remember from being at the same stage.

## What to capture

- The exact problem phrase, lightly anonymized when necessary.
- Where it appeared and the date observed.
- The situation surrounding the question.
- Whether it appeared once or repeatedly.
- What solutions people already recommend or purchase.
- What remains confusing, incomplete, expensive, slow, or risky.

**RESEARCH ETHIC: Observe patterns; do not harvest private stories, copy another creator's framework, impersonate a customer, or present one dramatic comment as proof of an entire market.**

Create an Evidence Log in your 02 - PRODUCT RESEARCH folder. The next page shows what to record.

# Turn Scattered Observations Into Usable Research

An Evidence Log keeps research honest. Instead of saying “everybody struggles with this,” you can see exactly how many signals you found, where they came from, and whether they describe the same situation.

| Date + source       | When and where you observed the signal. Save a link when appropriate.                     |
|---------------------|-------------------------------------------------------------------------------------------|
| Audience situation  | Who appears to have the problem and what they were trying to do.                          |
| Exact language      | A short phrase or careful paraphrase. Remove identifying details.                         |
| Problem category    | Knowledge, sequence, decision, execution, organization, confidence, time, or feedback.    |
| Strength            | Single mention, repeated signal, active request, paid alternative, or urgent consequence. |
| Existing solution   | What they currently try and why it may not fully solve the situation.                     |
| Your interpretation | What you think the root issue may be. Label this as interpretation.                       |
| Follow-up question  | What you still need to ask or verify before treating the signal as strong.                |

## Research-summary prompt

I will paste anonymized Evidence Log entries. Group similar signals without changing their meaning. Show frequency, source variety, audience situation, existing solutions, unresolved questions, and contradictions. Separate OBSERVATIONS from INTERPRETATIONS. Do not call something validated merely because it appears repeatedly in one source.

**SOURCE VARIETY STRENGTHENS THE PICTURE. Ten nearly identical comments under one viral video may reflect that video’s framing. Similar signals across search, reviews, conversations, and purchases are more informative.**

# Responsible Competitor Research

Existing products are evidence that people may spend money in the category. They also show customer expectations, common formats, price ranges, and unanswered complaints. Research them to understand the market—not to reproduce someone else's work.

## You may study:

- Who the product says it is for and the problem it names.
- The public description, table of contents, format, price, bonuses, and delivery method.
- Customer reviews and repeated praise or complaints.
- How much effort the customer appears expected to provide.
- What important questions remain unanswered after reading the public offer.
- Whether the market is crowded with nearly identical promises.

## Do not copy:

- Product text, prompts, worksheets, lessons, graphics, title, brand, or proprietary framework.
- Another person's testimonials, results, screenshots, or research as if they were yours.
- A paid product you purchased by lightly rewriting it.
- Distinctive examples, stories, or structure merely because they appear successful.

## Competitor-observation prompt

Using only the public notes I provide, create a competitor observation table. Include audience, stated problem, promise, format, price, strengths, customer complaints, unanswered needs, and possible differentiation. Do not reproduce proprietary content. Treat reviews as individual evidence, not guaranteed truth. Flag any conclusion that requires more research.

**DIFFERENTIATION DOES NOT REQUIRE INVENTING A NEW HUMAN PROBLEM. You may serve a narrower beginner, explain the sequence more clearly, provide better implementation tools, use a different format, or address a neglected constraint.**

# How Strong Is the Evidence?

No single signal proves that your product will sell. Stronger validation comes from several signals pointing toward the same problem and audience.

## Weak signals

- You personally like the idea.
- ChatGPT says the market is growing without current sources.
- One person says, “That sounds cool.”
- A broad topic receives many views but no clear buyer problem is visible.
- A competitor exists, but you have not examined who buys or why.

## Moderate signals

- The same practical question appears repeatedly in relevant places.
- People actively search for how to complete the task or avoid the mistake.
- Customers buy related products but report a specific unresolved gap.
- Your audience saves, shares, replies to, or requests more information about the topic.
- People currently spend meaningful time assembling the answer themselves.

## Stronger signals

- People directly ask for the resource or attempt to pay for help.
- A small pre-sale, waitlist, deposit, or early-access test produces real commitment under clear terms.
- Multiple relevant sources show the same audience, problem, and desired progress.
- Customers use imperfect paid alternatives because solving the problem matters.
- You have successfully helped people complete the process and can document what they needed.

**ATTENTION IS NOT THE SAME AS BUYING INTENT. A dramatic topic may generate views while a quieter, practical problem produces more serious customer action.**

Your goal is not perfect certainty. Your goal is enough relevant evidence to justify the next responsible investment of time.

# Urgent, Frequent, Expensive, or Emotionally Important

A problem becomes more product-worthy when solving it matters enough for someone to spend time, attention, or money. Evaluate the situation from the customer's perspective, not yours.

## Five strength questions

1. Frequency: Does the problem happen once, occasionally, or repeatedly?
2. Consequence: What happens if it remains unsolved—lost time, wasted money, confusion, delay, risk, or frustration?
3. Urgency: Does the person need help now, eventually, or only when casually interested?
4. Existing effort: Are people already searching, asking, buying, comparing, or building makeshift solutions?
5. Clarity of progress: Can the customer recognize when the product helped them move forward?

## Problem-strength prompt

Evaluate each problem in my Audience Problem Map using Frequency, Consequence, Urgency, Existing Effort, and Clarity of Progress. Score each factor from 1 to 5, but show the evidence behind every score. If evidence is missing, write UNKNOWN instead of inventing a number. Rank the problems provisionally and list the research needed to change the ranking.

## Important distinction

A severe problem is not automatically a suitable product. If the topic requires professional diagnosis, personalized intervention, emergency help, or claims beyond your qualifications, choose a safer adjacent task. For example, an organization checklist may be appropriate where treatment advice is not.

**DO NOT MANUFACTURE URGENCY. Honest marketing explains real consequences and timing. It does not frighten people, shame them, or pretend a minor inconvenience is a crisis.**

Select up to five problems with the strongest combination of evidence, fit, responsible scope, and recognizable progress.

# Match the Solution to the Job

Choose a format because it helps the customer use the solution—not because it is fashionable. A long ebook is poor delivery when the customer needs a one-page checklist during a task.

| Guide or ebook     | Explanation, examples, sequence, and context they can read at their pace.            |
|--------------------|--------------------------------------------------------------------------------------|
| Checklist          | A reliable set of actions or quality checks during a repeatable task.                |
| Workbook           | Questions, decisions, calculations, planning, or personal application.               |
| Template           | A reusable starting structure that saves setup time.                                 |
| Prompt pack        | Repeatable AI instructions plus guidance for judging and improving the output.       |
| Planner or tracker | Consistency, scheduling, progress visibility, or organized records.                  |
| Resource bundle    | Several connected tools that support one outcome.                                    |
| Mini-course        | Demonstration or instruction that is significantly clearer through lessons or video. |

## Format-fit prompt

For each of my five strongest problems, recommend up to three product formats. Explain how the customer would use each format, what must be included, what could remain optional, creation difficulty, update burden, mobile usability, and the main limitation. Do not recommend video unless demonstration materially improves the learning.

**SMALLEST COMPLETE SOLUTION: Choose the simplest format that can responsibly deliver the promised progress. “More pages” and “more files” do not automatically create more value.**

# Create Options Without Chasing Random Trends

You now have enough context for useful product generation: your foundation, credibility limits, audience profile, problem evidence, demand signals, and realistic formats. This is when ChatGPT can produce focused options instead of generic niche ideas.

## Open a fresh conversation and rename it:

### 02 - Product Research and Validation

Paste your approved Business Context Capsule, Audience Profile, Evidence Summary, expertise boundaries, and five strongest problems. Then paste this prompt:

#### FOCUSED PRODUCT IDEA GENERATOR

Act as a cautious digital-product strategist. Using only the approved context and evidence, generate 15 focused concepts. Each must solve one defined problem for the selected audience and fit my credibility and resources.

For each include: working title; customer situation; exact problem; realistic progress; format; core components; supporting demand evidence; unvalidated assumptions; creation effort; update burden; risk or expertise concerns; and differentiation.

Do not promise income, guaranteed results, virality, health outcomes, or automatic success. Do not imitate competitor titles or frameworks. Reject ideas outside my expertise. Group ideas as EASY FIRST PRODUCT, MODERATE BUILD, and NOT YET. Ask which feel useful and realistic.

## Review the list

- Delete ideas that bore you, exceed your expertise, or solve a problem you cannot clearly explain.
- Combine only ideas that serve the same customer situation and belong together.
- Do not keep a giant bundle merely because it sounds valuable.
- Add your own ideas if research revealed something ChatGPT missed.
- Choose no more than ten concepts for formal scoring.

**SAVE THE FULL LIST. Rejected ideas may become future products after more experience or research. For this launch, focus beats variety.**

# Compare Ideas Using the Same Standards

Excitement can make a difficult idea look easy. Fear can make a strong idea look impossible. A scorecard forces every concept through the same questions.

| Evidence             | Mostly assumption     | Several relevant signals |
|----------------------|-----------------------|--------------------------|
| Audience fit         | Audience unclear      | One specific situation   |
| Credibility fit      | Outside your lane     | Strong honest fit        |
| Problem strength     | Nice curiosity        | Meaningful consequence   |
| Progress clarity     | Vague result          | Recognizable next state  |
| Creation feasibility | Too costly or complex | Buildable with resources |
| Delivery fit         | Format mismatched     | Format supports use      |
| Differentiation      | Near-copy or generic  | Clear useful angle       |
| Update burden        | Constant rebuilding   | Mostly durable           |
| Motivation           | You avoid the topic   | Willing to improve it    |

## Scoring rule

Score each factor from 1 to 5. Use UNKNOWN when evidence is missing. An unknown is not zero; it is a research assignment. Add the ten known scores for a provisional total out of 50.

Build a Product Scorecard for my shortlisted ideas using the ten factors shown above. Cite the evidence from my notes behind each score. Use UNKNOWN when support is missing. Do not select a winner yet. Rank by known score, then list the unknowns that could materially change the order.

**A HIGH SCORE DOES NOT OVERRIDE A SERIOUS RISK. Expertise, safety, copyright, or feasibility concerns can disqualify an idea regardless of total.**

# Can You Build and Support It Well?

Demand matters, but a product you cannot complete, deliver, update, or support is not the right first product. Evaluate the real workload before committing.

## Creation questions

- What must be written, designed, recorded, tested, cited, or reviewed?
- Do you already possess the knowledge and source material?
- Will you need licensed images, expert review, new software, or paid data?
- Can the product be completed at a quality you would confidently purchase?
- What could cause the build to expand without end?

## Delivery and support questions

- Is the file size manageable and usable on a phone?
- Will customers need setup help, account access, or frequent troubleshooting?
- Does the product depend on software screens or rules that change often?
- How will customers receive updates or corrected files?
- What questions, refunds, or support messages should you reasonably expect?

## Resource-fit prompt

For each of my top five ideas, create a realistic build and support estimate. List required content, tools, files, outside expertise, expected update burden, likely customer questions, mobile-delivery concerns, and hidden work. Use my actual time and budget constraints. Identify the smallest complete version I could confidently sell.

**FIRST-PRODUCT ADVANTAGE: A focused product you can finish, test, and improve teaches you more than an ambitious product that remains half-built for months.**

Adjust the feasibility and update-burden scores using what you learned. Remove any idea you cannot responsibly support right now.

# Choose Three Ideas Worth Testing

Your shortlist should contain three ideas—not fifteen. Each should fit the same approved audience, solve a documented problem, and remain realistic enough to build.

## Shortlist rules

1. One audience: Do not compare a product for new parents against a product for freelance designers unless you are intentionally choosing between businesses.
2. One defined problem per product: Avoid concepts that promise to fix every obstacle in the niche.
3. Honest scope: The product must support progress you can explain and deliver without false certainty.
4. Evidence attached: Each idea needs at least some relevant signal, not merely personal excitement.
5. Feasible first version: You can describe what will and will not be included.
6. Meaningful difference: The angle, audience stage, delivery, or implementation support is clear without copying another offer.

## Shortlist-summary prompt

Reduce my scored concepts to three shortlisted product ideas. For each, create a one-page decision summary containing: audience situation, problem, evidence, proposed product, smallest complete version, realistic customer progress, credibility fit, differentiation, creation effort, support burden, risks, unknowns, and the fastest ethical validation test. Explain why every excluded idea lost to the top three.

**DO NOT ASK CHATGPT, “WHICH ONE WILL MAKE THE MOST MONEY?” It cannot know. Ask which idea has the strongest current evidence and fit, then test the assumptions that still matter.**

Read each summary as if you were deciding whether to spend your own time and money building it. Highlight the assumptions that make you uncomfortable.

# Test Interest Without Pretending It Is Proof

Validation is a series of increasingly meaningful signals. Use tests that match your audience size, relationship, platform, and product stage. Never manufacture scarcity, fake buyers, or claim that an idea is “sold out” when it was never available.

## Low-commitment tests

- Problem content: Publish useful content about the problem and study relevant comments, saves, replies, and questions.
- Direct questions: Ask people to describe their situation instead of asking, “Would you buy my idea?”
- Waitlist: Offer updates for a clearly described future product. Joining shows interest, not guaranteed purchase.
- Free sample: Give one useful piece and observe whether people use it and ask for the next step.
- Conversation interviews: Speak with appropriate audience members without turning every conversation into a sales pitch.

## Higher-commitment tests

- Pre-sale: Accept payment for a clearly described future delivery date only when you can deliver and provide transparent refund terms.
- Pilot group: Offer a limited early version in exchange for structured feedback. Explain what is unfinished.
- Paid service test: Help a small number manually before turning the repeated process into a product, when appropriate and qualified.
- Existing product comparison: Observe whether people already pay for related solutions and what remains unresolved.

**VALIDATION IS NOT A MANIPULATION CAMPAIGN. You are learning whether the problem, audience, offer, and format connect—not pressuring people to confirm the answer you want.**

The next two pages separate validation for creators with an audience from validation when you are beginning without one.

# Validate Through Useful Content and Conversation

An existing audience gives you access to questions and behavior, but followers are not automatic buyers. Test the problem before repeatedly promoting the product.

## Seven-day signal test

1. Day 1 - Problem story: Describe a real situation and ask viewers what part is hardest.
2. Day 2 - Common mistake: Explain one mistake and ask whether they have encountered it.
3. Day 3 - Mini tutorial: Solve one small piece and watch for follow-up questions.
4. Day 4 - Comparison: Explain two approaches and ask what they currently use.
5. Day 5 - Behind the process: Show how you organize or complete part of the task.
6. Day 6 - Direct research question: Ask what they have tried and why it failed.
7. Day 7 - Concept invitation: Describe the possible resource honestly and invite interested people to a waitlist or feedback form.

## What to record

- Relevant questions and detailed responses—not only total views.
- People describing the same situation in their own words.
- Requests for the resource or next step.
- Objections about format, price, effort, trust, or timing.
- Clicks, sign-ups, replies, or purchases when a clear action is available.
- Silence or confusion that may signal weak framing or low interest.

Create seven platform-appropriate research content concepts for my shortlisted problem. Each must provide genuine value while testing a different assumption. Include the question each post is testing and what response would count as useful evidence. Do not use fake urgency or guarantee outcomes.

**ONE POST FLOPPING DOES NOT AUTOMATICALLY DISPROVE THE PROBLEM. The hook, timing, distribution, format, or framing may have failed. Look for patterns across several relevant tests.**

# Validate Without Waiting for Thousands of Followers

A small or nonexistent audience makes validation slower, not impossible. You can learn from public evidence and respectful conversations before spending months building.

## Practical research path

1. Collect 20 to 30 relevant problem signals from several public sources. Record them in the Evidence Log.
2. Review at least five related offers at different price points. Study public positioning and reviews without copying.
3. Speak with five appropriate people when you have legitimate access. Ask about the situation, what they tried, and what would make help useful.
4. Create a simple problem-focused page describing a possible resource and inviting people to join a waitlist. Do not imply it already exists.
5. Publish useful content consistently around the audience's problem and direct interested people toward that page.
6. Offer a transparent pilot or pre-sale only after the concept is clear and you can meet the stated terms.

## Interview questions

- “Tell me about the last time you tried to do this.”
- “What part took the most time or caused the most uncertainty?”
- “What have you already tried?”
- “What did you like or dislike about the available help?”
- “If a resource made this easier, what would it need to include?”
- “What would make you distrust or ignore that resource?”

**DO NOT LEAD THE WITNESS. “Wouldn’t a 50-page guide solve this?” invites politeness. Ask about actual past behavior and current problems before describing your solution.**

Document patterns, contradictions, and exact constraints. A few honest conversations can reveal problems your desk research missed, but five people still do not represent an entire market.

# Know What the Test Actually Told You

Validation results are rarely a clean yes or no. Separate the problem, audience, message, format, price, and trust. Weak response in one area does not identify which variable failed.

## Possible interpretations

- People discuss the problem but do not join: The free content may satisfy them, the product is unclear, or the audience is curious rather than committed.
- People join a waitlist but do not buy: Interest existed, but price, trust, timing, offer, or effort may not fit.
- People buy but request refunds: The sales message, product quality, delivery, expectations, or customer fit may be wrong.
- Content receives low reach: Distribution may be weak; do not conclude that the market does not exist without other evidence.
- People ask for a different format: The problem may be valid while the delivery method is inconvenient.
- People describe a different root problem: Update the Product Brief instead of forcing your original assumption.

## Analysis prompt

Analyze these validation results without protecting my favorite idea. Separate what the data suggests about: audience fit, problem importance, message clarity, proposed format, price expectations, trust, timing, and traffic quality. List alternative explanations and what additional test would distinguish them. Do not call the idea validated or invalidated without stating the evidence standard used.

**AVOID FALSE PRECISION. Ten sign-ups from 100 visitors is useful information, but it is not a permanent conversion rate or proof that a larger audience will behave identically.**

Update the Evidence Log and Product Scorecard. Record what changed and why. Preserving the decision trail will help when you evaluate future products.

# Make a Decision With an Exit Rule

Research can become another form of procrastination. You need enough evidence to justify building a responsible first version—not permission from the entire internet.

## Choose the idea that best combines:

- A specific audience situation you understand.
- A meaningful problem supported by more than one type of evidence.
- A realistic, recognizable form of customer progress.
- Strong alignment with your credibility and ethical boundaries.
- A format that helps the customer use the solution.
- A build and support workload you can manage.
- A clear reason to choose your approach without copying.
- Validation results strong enough for the next investment of effort.

## Decision prompt

Using my updated scorecard, validation results, resource limits, and expertise boundaries, recommend one product to build first. Show the evidence for the recommendation, strongest objection, remaining unknowns, smallest complete version, and reasons the other two ideas should wait. Then ask me to ACCEPT, MODIFY, or REJECT the recommendation. Do not create the product yet.

## Create an exit rule

Decide before building what would cause you to pause or change direction. Examples: required expert review is unavailable; production cost exceeds your budget; research reveals the audience wants a different format; or a pilot exposes a serious quality issue.

**A DECISION IS NOT A MARRIAGE. Choose the strongest current option, build the smallest complete version, test it honestly, and remain willing to improve or replace it when evidence changes.**

When you accept the final idea, type: PRODUCT SELECTED. CREATE MY PRODUCT BRIEF. Then use the prompt on the next page.

# Create the One-Page Product Brief

## FINAL PRODUCT BRIEF PROMPT

Create the final Product Brief using only approved information. Do not invent evidence, credentials, quotes, results, or features.

Include:

1. Working name
2. Audience and current situation
3. Primary problem
4. Supporting evidence
5. Existing alternatives and gap
6. Realistic progress supported
7. What it does NOT promise
8. Format and why it fits
9. Smallest complete version
10. Required components
11. My relevant credibility
12. Boundaries and verification needs
13. Differentiation without copying
14. Budget, deadline, and constraints
15. Delivery and mobile requirements
16. Support and update burden
17. Pricing questions
18. Risks and unknowns
19. Validation completed and findings
20. Exit rule

End with APPROVAL QUESTIONS. Ask me to approve or correct every unresolved item before the brief becomes final.

## Approve the brief

1. Read every statement. Correct anything exaggerated, vague, or unsupported.
2. Confirm that the audience, problem, and progress belong together.
3. Remove features that do not directly help the main problem.
4. Confirm the scope fits your time, tools, budget, and qualifications.
5. Answer every approval question and request a clean final version.
6. Save it as FINAL\_Product\_Brief\_[Product\_Name]\_[Date] in 02 - PRODUCT RESEARCH.
7. Copy the final brief into the Context Capsule for Guide 04.

## COMPLETION CHECK

# You Are Ready to Build the Product

Complete every statement below before opening Guide 04. If one is false, return to the section that resolves it. This checkpoint protects you from building an impressive product nobody clearly needs.

## I have:

- Created and saved my approved Business Foundation and Context Capsule.
- Separated my knowledge, real experience, interests, and audience access.
- Written an honest Credibility Statement with clear limits.
- Selected one focused audience and described their current situation.
- Created an Audience Profile that separates confirmed, inferred, and unknown details.
- Reviewed expertise, safety, legal, financial, medical, privacy, copyright, and policy risks.
- Built an Audience Problem Map and Evidence Log using more than one relevant source.
- Studied existing public offers without copying their content or framework.
- Compared problem strength, demand signals, formats, feasibility, and update burden.
- Generated focused ideas only after completing the foundation and research.
- Scored the strongest ideas using evidence and marked unknowns honestly.
- Completed at least one validation path appropriate for my current audience size.
- Selected one product using fit, evidence, responsibility, and feasibility.
- Created, corrected, approved, and saved the final Product Brief.
- Defined what the product will not promise and what would make me reconsider it.

**WHEN EVERY STATEMENT IS TRUE, continue to Guide 04: Create Your Digital Product.**

**You did not ask AI to hand you a random product. You built a reasoned case for one useful solution—and you kept the decision in your hands.**