

THE \$1K IDEA FINDER

Start with what you already know.

Your experience may hold your next digital-product idea.

A short diagnostic for professional women ready to explore the commercial potential of their skills, experience, and knowledge.

You do not need to decide what your entire business will become today. Begin with one problem you are well equipped to help someone solve.

Set aside about 15 minutes. Work through the next four pages to notice useful experience, connect it to a buyer problem, and choose one idea to research.

Use this PDF alongside a notebook, or print the worksheets. The spaces are for handwriting; this edition has no fillable form fields.

A note on the name

\$1K is an exploratory revenue goal, not an earnings promise. For example, 25 sales at \$40 equals \$1,000 in gross revenue before fees, taxes, refunds, and expenses. This diagnostic does not establish whether you can make those sales.

Notice what comes naturally.

Write two or three specific examples for each prompt. Think about a person, a situation, and what became easier.

What do people ask you to explain, organize, review, or make easier?

At work, what do you handle with more confidence than someone newer to it?

What have you figured out that would have helped you two years ago?

What process, checklist, script, or framework do you already use?

Circle three answers grounded in something you have actually done. Use your own methods and examples; keep confidential employer or client material out of any future product.

Make the useful part specific.

For each of your three strongest answers, name the person, the problem, and the result you could help them work toward.

Possibility 1

My experience:

A specific person and problem:

A useful result:

Possibility 2

My experience:

A specific person and problem:

A useful result:

Possibility 3

My experience:

A specific person and problem:

A useful result:

Illustrative example

Experience: writing concise project updates. Buyer: a first-time team lead. Problem: she spends an hour writing updates that still confuse stakeholders. Useful result: a clear weekly update using a repeatable structure.

Choose what deserves a closer look.

Score each idea on the five questions below. Use 0 for unknown or no evidence, 1 for an indirect signal, and 2 for a concrete example you can describe.

1. Have I solved this problem or helped someone with it?
2. Can I name a specific person and situation where it occurs?
3. Have I heard or read that person describe the problem?
4. Can I explain the useful result in one clear sentence?
5. Could I make a small resource with my available skills and time?

Score / 2	Idea 1	Idea 2	Idea 3
Experience			
Specific buyer			
Problem signal			
Clear result			
Feasible resource			
Total / 10			

Choose the highest-scoring idea as your first research candidate. A tie? Start with the one whose potential buyers you can reach most easily.

A high score is a reason to investigate. It does not establish demand or willingness to pay. Keep unknowns marked as unknowns.

Your first idea, in one sentence.

I could help [specific person] with [specific problem] so she can [useful result].

The experience that gives me a starting point:

The assumption I most need to check:

Your next research task

Find three independent examples of this person describing the problem. Note what they have tried, where they seek help, and whether they mention buying a solution. Record each source and date in your notebook.

Three examples are a starting point for research, not proof of demand.

An idea is a beginning. Now give it a method.

The Idea-to-Income Blueprint guides your next decisions: compare opportunities with the MEGAN Test, investigate demand, define an offer, choose a format, set a price, and plan your launch.

Read Megan Cage on Substack for longer reflections on work, ideas, and building something of your own.

megancage.substack.com