WEALTH AURELIAN ACADEMY

BEFORE YOU BUILD

Test Your Digital Product Idea

A practical guide to defining your customer, shaping your offer, and planning a demand test.

ONE CUSTOMER. ONE OFFER. ONE TEST.

Information to Action. Action to Results.

Includes a fictional worked example. Use with the companion workbook.

Start here

Your route through the guide

1. Choose one customer in one situation
2. Collect evidence before explaining your idea
3. Speak to potential customers
4. Build the smallest useful offer
5. Run one clear demand test
6. Decide what the evidence supports
7. Worked example: a client feedback tracker

You have an idea for a digital product. You could spend the next month writing, recording, designing, and choosing software. But one question deserves an answer first: what evidence suggests that someone will pay for the outcome?

This workbook helps you define one customer, investigate one problem, write one offer, and run a small demand test. You will finish with evidence and a next decision. You may discover that your first idea needs to change. Discovering that before building the full product is useful progress.

You do not need an audience, a complex website, or paid research software to begin. You do need access to potential customers and a willingness to hear that your first assumptions might be wrong. Finding those people and waiting for replies can take longer than completing the worksheets.

This workbook is for beginners who already have a rough digital product idea. It does not cover growing a large audience, building a full course, or scaling advertising. It does not promise sales or income.

Your finished outputs

1. A specific customer and problem statement.
2. An evidence log with links and observations.
3. A one-page offer.
4. A defined demand test and tracking sheet.
5. A GO, ITERATE, or NO-GO decision for the next small step.

Use a notebook or copy the worksheets into your preferred document. Keep facts, interpretations, and unanswered questions separate. Do not use AI-generated customer quotes as research evidence.

1. Choose one customer in one situation

"People who want an online business" is too broad for a first offer. Their experience, resources, and problems differ. Choose a situation you can recognize and reach.

Start with this sentence:

I want to help [specific people] who are [in a recognizable situation] solve [one problem].

Weak: I help everyone become productive.

More specific: I help freelance designers who manage several client projects keep track of feedback and approval deadlines.

The second statement tells you whom to interview, where to look, and what to investigate. It still needs evidence; specificity does not prove demand.

Ask:

- When does this problem happen?
- What becomes harder, slower, or more expensive because of it?
- What does the person do today to cope?
- Can I reach people in this situation without buying a large audience?

If you have several ideas, choose the one where you can reach real people and understand their problem best. Keep the other ideas in a parking list.

Worksheet 1: Customer snapshot - complete the corresponding page in the companion workbook.

Your next action

Spend about 20 minutes writing one customer statement and identifying two places where these people discuss the problem. Finish when another person could tell who the offer is for and what situation it addresses. If your answer includes "anyone," narrow it.

2. Collect evidence before explaining your idea

Look for what people already do. Compliments about your idea are weaker evidence than recurring workarounds, current spending, and actual purchase decisions.

Search relevant communities, product reviews, competitor pages, and discussions. Respect community rules. Avoid collecting unnecessary personal information. Record links and short paraphrases rather than copying entire posts.

Look for four things:

Problem: What specifically went wrong?

Consequence: What did it cost in time, money, frustration, or missed opportunities?

Workaround: What did the person try?

Spending: Have they paid for help or a substitute? A listed price shows that an offer exists; it does not establish sales volume or profitability.

Suggested search patterns:

- "[customer type] struggling with [problem]"
- "[task] takes too long"
- "[competing product] review"
- "alternative to [solution]"

Use these as starting points. The language real customers use may differ from yours.

Worksheet 2: Evidence log - complete the corresponding page in the companion workbook.

For every observation, record:

Start with 10 relevant observations across at least two independent sources. This is a manageable research task, not a statistically valid sample or a threshold proving demand. Avoid counting the same person's repeated comments as separate customers.

Worksheet 3: Alternatives - complete the corresponding page in the companion workbook.

For three existing alternatives, record:

"No competitors" may mean you searched poorly, people use a different type of solution, or the problem has weak demand. Investigate before treating it as an opportunity.

Your next action

Allow 45-60 minutes for an initial search. Finish with an evidence log and three alternatives. Highlight the assumption with the weakest support. Do not invent evidence to complete the worksheet.

3. Speak to potential customers

Your goal is to understand recent behavior. Start with their situation rather than a sales pitch.

Permission-based invitation

"Hi [name], I'm researching how [customer type] handle [specific task]. If this is something you deal with, would you be open to answering a few questions? I'm trying to understand the problem before building anything."

Contact appropriate people individually. Do not mass-message strangers or imply a personal connection that does not exist.

Five useful questions

1. Tell me about the last time this happened.
2. What was the hardest part?
3. What did you do to solve it?
4. Have you paid for anything to help? What led to that decision?
5. What would you need to know before feeling comfortable buying a solution?

Ask follow-ups: "Can you give an example?" and "What happened next?" Avoid leading questions such as "Wouldn't a template make that easier?"

Only after listening, you can describe your proposed offer and ask what is unclear, missing, or unconvincing. If the person is interested, ask permission to send the offer when it is ready. Permission to receive an offer is not a sale.

Worksheet 4: Conversation notes - complete the corresponding page in the companion workbook.

Your next action

Invite five suitable people to a conversation. This is a starting activity target, not a validated sample size. Track invitations, replies, and completed conversations separately. If nobody replies, investigate your access and invitation before concluding that the problem does not matter.

4. Build the smallest useful offer

A useful first product helps a customer complete a specific task. Adding more chapters does not automatically improve that outcome.

Write:

For [customer], this [format] helps you [specific outcome] through [method or deliverables].

Choose deliverables because they help complete the task. An explanation teaches a step; a template makes it easier to perform; a worked example shows what a usable answer looks like.

Answer the buying question you heard most often near the top of your sales page. If people ask whether the resource works for beginners, show prerequisites and an example. If they question what they receive, show the actual files. If they worry about implementation, show the process and realistic effort involved.

Worksheet 5: One-page offer - complete the corresponding page in the companion workbook.

Price is a testable assumption. Check the alternatives and the value of the task. Do not invent a crossed-out price, testimonial, deadline, or scarcity claim.

Your next action

Spend 30 minutes writing a one-page offer. Finish when a potential customer can explain what they receive, what they can do with it, what it costs, and what it does not promise.

5. Run one clear demand test

Choose a test that matches the stage of your offer.

Interest test: Invite qualified people to request details or join an explicitly labeled waitlist. This tests interest, not willingness to pay.

Purchase test: Sell a small, complete product with clear pricing, delivery, and terms. Actual purchases provide stronger evidence than expressions of interest.

Transparent preorder: Offer a future product only when you can clearly state what exists, what remains to be made, delivery timing, and applicable cancellation/refund terms. Do not present a nonexistent product as available for immediate download.

For a first paid test, a finished small product is often simpler to explain and deliver than a large promised product.

Worksheet 6: Test plan - complete the corresponding page in the companion workbook.

Set these rules before seeing the results. There is no universal conversion rate that proves every new product is viable. A tiny sample can be dominated by chance. A test with no qualified visitors cannot tell you whether qualified visitors would buy.

A simple sales page

1. Customer situation and intended result.
2. What the buyer receives, with real previews.
3. How the product works and what effort is required.
4. Who it is for and who it is not for.
5. Price, delivery details, and purchase button.
6. Important questions, contact details, and applicable terms.

Test the checkout and delivery yourself before sending paid traffic. Separate test transactions from real customer orders.

Worksheet 7: Tracking - complete the corresponding page in the companion workbook.

Record by date and channel:

Revenue is not profit. Advertising, payment fees, taxes, refunds, and delivery costs affect the result. Do not make detailed tax assumptions from this workbook; verify your own obligations before selling.

Your next action

Choose one channel and one offer version. Run the test to your planned review point or spending limit. Keep a dated record when changing anything. Avoid changing the audience, price, headline, and product together: you will struggle to learn what mattered.

6. Decide what the evidence supports

GO: Continue to the next limited step because the evidence supports it. Examples include purchases from relevant customers plus feedback that the product solves the intended task. This does not establish a scalable business.

ITERATE: A relevant problem is visible, but the offer, explanation, audience, price, trust, or delivery needs adjustment. Pick the largest uncertainty and change one main variable.

NO-GO: Stop this version because you found weak need, poor fit, unacceptable economics, or an outcome you cannot credibly deliver. Keep useful research and choose another test.

Common interpretation errors:

- No clicks: check relevance, message, and reach before blaming checkout.
- Visits but no purchases: investigate fit, clarity, credibility, price, and checkout; the numbers alone do not identify the cause.
- Checkout starts but no completed orders: verify technical issues and unexpected costs, then ask for feedback where appropriate.
- Purchases followed by refunds: investigate the gap between the promise and the delivered experience.
- No replies: you may have a research access problem rather than evidence of no demand.

Worksheet 8: Decision record - complete the corresponding page in the companion workbook.

Your next action

Write the decision before redesigning anything. A useful conclusion says what to do next and why. "Try harder" is not a test plan.

7. Worked example: a client feedback tracker

The following example is fictional. It demonstrates the process; its conversations, numbers, and outcomes are not customer evidence or WAA results.

Starting assumption

Alex wants to sell a productivity ebook for freelancers. The idea is broad. Alex narrows it to freelance designers handling several client projects who lose track of feedback and approvals.

Initial research

Alex searches relevant discussions and reviews of project-management tools. In this fictional scenario, several observations concern feedback scattered across email and chat. Others concern finding clients, which is a different problem and is excluded from this offer.

Alex records each source, checks whether people fit the audience, and notes that complaints about software do not automatically mean demand for another template.

Conversations

Alex invites five designers; three agree to speak. Two describe a recent approval delay. One already has a reliable process and sees no reason to change. Alex keeps that contrary evidence.

A recurring question is: "Will this mean moving all my projects into a new system?" This becomes a prominent objection to answer.

Offer

"For freelance designers juggling client approvals, the Client Feedback Tracker gives you a spreadsheet and short setup guide to track revision requests and next actions without moving your entire project workflow."

Deliverables: tracker, setup guide, completed sample project, and a client approval email template. The product does not promise that clients will respond faster.

Test

Alex completes a small version, tests the checkout, and offers it for $19 to relevant people who agreed to receive details. For illustration, the planned review point is seven days, with no paid advertising and no more than six hours of additional work.

At review, there are 12 relevant page visits, two purchases, and one buyer question about using the tracker on mobile. These invented numbers are too small to establish a reliable conversion rate or scalable demand.

Decision

GO for a limited usability follow-up with the two buyers. Alex asks whether they actually used the tracker, what confused them, and whether the result matched the promise. Alex does not immediately build a course or buy a large advertising campaign.

The lesson: evidence earns the next small commitment. It does not remove all uncertainty.

Your next working session

Write one customer statement. Find the first three useful observations. Invite one suitable person to talk. Complete these actions before selecting a cover font or purchasing another tool.

Information to Action. Action to Results.

Wealth Aurelian Academy

Educational resource. Results depend on the offer, customer fit, execution, and market conditions. No sales or income are guaranteed.