

Choose your first product

Compare three ideas. Look for a useful problem you can teach.

Write observations, not guesses. A repeated question, a sample test and a paid purchase are different kinds of evidence. This worksheet is a planning aid, not a sales forecast.

IDEA 1 / WORKING NAME:

Buyer + repeated problem: _____

Finished output + format: _____

Evidence + source / what remains unknown: _____

IDEA 2 / WORKING NAME:

Buyer + repeated problem: _____

Finished output + format: _____

Evidence + source / what remains unknown: _____

IDEA 3 / WORKING NAME:

Buyer + repeated problem: _____

Finished output + format: _____

Evidence + source / what remains unknown: _____

Before choosing, check:

- ☐ I can teach the method and supply a useful worked example.
- ☐ I have permission to use the material; private client details are removed.
- ☐ The promised result fits a self-guided product or the stated support.
- ☐ I have a relevant, permitted route to suitable first readers or buyers.

If a rights, expertise or delivery question is unresolved, record it as a blocker before building.

Choose your first product

Choose one candidate and plan the next evidence-gathering step.

1. Chosen idea and buyer

Who will use it, and what specific task will they finish?

2. Contents, format and support

Name the actual file or learning material and the support included.

3. Boundaries and example

What is excluded? Which worked example will make the method clear?

4. Sample test and useful evidence

Who will try one task? What will you observe or ask? How will you test price separately?

5. Offer and first channel

Free or paid? Proposed price/currency if paid; one relevant route to the buyer.

Before wider promotion

- ☐ Revise the sample using specific feedback from suitable readers.
- ☐ Match the page, contents, format, price and support to the actual product.
- ☐ Inspect the saved buyer edition and selected download.
- ☐ Complete the appropriate sandbox purchase and delivery checks.

Next action / unresolved blocker / review date:

Use and adapt this worksheet for your own business and client work. Do not resell or redistribute the blank or modified worksheet as a standalone product. This is an editorial planning resource, not a Genesize product export.