

Worksheet

CHOOSING WHICH Digital Product Idea TO WORK ON

First up, if you DON'T have a digital product idea, try using this exercise to brainstorm some ideas. If you already have ideas, use the space below instead to write them down.

List out any strengths, skills, experience, expertise, personality traits, points of view, ideas, or solutions you have that might be valuable to someone else.

Now, from that list write down any digital product forms you could package these valuable assets into: courses, e-books, downloadable goods, software, etc.

Select your top three favorite digital product ideas and rank them 1 to 3 using the following criteria (1 being the best, 3 being the worst.)

	Which idea fits with the needs of your current audience the MOST?	Which idea are you MOST excited about?	Which idea requires the LEAST time/resources to create?
Idea #1			
Idea #2			
Idea #3			

Which idea had the lowest combined score across three columns? This tells you which idea is best suited for you using these three criteria. Write it here...then go create it!

(Why is there a hummingbird here? Be sure to watch the video in the article!)

READ THE FULL ARTICLE: WanderingAimfully.com/digital-product-idea

