

Product Brainstorming Worksheet

Before you can successfully create a profitable product, you must first understand your audience, their wants and needs. Assuming you know this information, you should be able to see what problems they need solving, what solution best solves their problem and how you can create that solution for them.

The following pages will help you generate a list of product ideas. Remember, each idea should align with your business goals, meet the needs of your audience and be potentially profitable.

Word Association

Let's say you're creating a product about arthritis. Then the word you choose could be 'pain'. Now begin to add words that you associate with this one. Some of your words might be 'burning', 'tender', 'red'.

What words describe your topic & related subtopics?

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Social Research

Check online social sites where your ideal customer hangs out. Look at the questions and discussions that are happening in your niche. Are they searching for a product with certain features? Do they need something to solve a problem? What do they wish they had?

Which topics/posts/products are being liked, shared, or commented on most? What is unique about each one?

Similar Products

Look at existing products similar to the one you are considering creating. What is available? What price point are they selling at? What topics do they cover? What components do they contain? Are there any holes in the information they provide? What are buyers saying about the products? What questions are they asking? What can you offer that better meets the needs of buyers?

Tools

Your client is currently at R and wants to get to Z. What could they use to get results? For example. They want to lose 10 pounds. What do they need in order to get the results they desire? This approach is helpful when your products teach how to perform a certain action.

Desire: _____

Tools & steps to get there: _____

Desire: _____

Tools & steps to get there: _____

Desire: _____

Tools & steps to get there: _____

Challenges

Take a common challenge your ideal customer faces and find a solution you can offer. For example, you help your customers stop smoking. What if you created an app that gives users a gold star for each day they're cigarette-free?

Challenge

How can you help?

What If?

Play the “What If?” game. A few questions to start with include: What if it was easy? What if it was simple? What if it was painless? What if it was enjoyable? What if it was built up? What if it was torn down? What if it was bigger? What if it was smaller? ...how would that change things?

What if it was simple or easy? _____

What if it was painless? _____

What if it was bigger or smaller? _____

What if? _____

What if? _____

Your New Ideas

List out your new ideas here.

_____	_____
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Now, choose one product from the list above that you feel will take the least amount of time, effort and money to create and yet still turn a good profit. This is the product you will create first.

Product: _____