

The "What Could I Sell?" Checklist

A simple way to stop overthinking and find **ONE** clear starting point.



⊗ You do NOT need:

- a revolutionary idea
- a huge audience
- a full business plan
- everything figured out

✓ You DO need:

- one useful direction
- one solvable problem
- one starting point

STEP 1 Reset Your Thinking

Check all that apply:

- I keep waiting for the "perfect" idea
- I save too many ideas but never start
- I compare myself to advanced creators
- I think simple ideas are "too basic"
- I feel pressure to pick the "best" thing immediately

✨ If you checked 2 or more:
You probably don't lack ideas.
You lack clarity from too much input.

Score:

STEP 2 Your Everyday Clues

Check all that apply:

- People ask me for help with something often
- I explain certain things easily
- I've simplified something for myself before
- I've solved a frustrating problem recently
- I naturally organize or improve things
- I've Googled the same thing repeatedly before finally understanding it

💡 Your first product idea may already exist inside your normal life.

Score:

STEP 3 Frustration Finder

Check all that apply:

- Complicated instructions
- Confusing tools or platforms
- Repetitive tasks
- Information overload
- Planning things manually
- Forgetting steps or details
- Starting from scratch every time



✨ Small frustrations often become GREAT beginner digital products.

Score:

STEP 4 Pattern Recognition

Check all that apply:

- The easiest to explain
- The most useful
- The most realistic to start
- The one I'd actually finish
- The one that feels natural to me



✨ Your first idea should NOT feel overwhelming.

Score:

STEP 5 Pick ONE Direction

Check all that apply:

- Choose ONE idea only
- Ignore whether it sounds "impressive"
- Stop researching endlessly
- Decide what problem you want to help simplify
- Trust that this is a strong enough starting point



✨ One clear direction is better than 10 half-started ideas.

Score:

✓ You're Not Choosing Your Forever Business.

You are simply choosing:

- a starting point
- a skill to build
- a problem to solve
- momentum



Want help narrowing your idea down even more?

[Grab the STARTER KIT >](#)

What Your Score Might Mean

0 - 5
Need More Clarity
You're overwhelmed or stuck. Start small. Focus on one step at a time.



6 - 11
Getting Clearer
You have clues and directions. Choose one area to explore further.



12 - 17
Strong Direction
You're seeing patterns. You likely have a solid starting point.



18 - 25
Very Clear
You know what you need. Stop overthinking and take the first step.



Total Score: