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Idea Validation Exercise

Put your idea to the test...

While you can never be 100% sure a new product will sell, you can use the process outlined below over and over to help you determine which of your product ideas have the greatest likelihood of finding a viable market and selling well to your target audience.

How to use this exercise
If you've settled on an idea and/or audience and just need to validate it, skip to Step #3.
If you're starting from absolute scratch, follow the steps in order.

Step #1 Identify your ideal customer

While many entrepreneurs are tempted to market their products to the largest audience possible, customers are increasingly shopping for solutions that feel specifically tailored for them.

That's why it benefits you, the product creator, to get specific. Think about someone you could help with your knowledge. Don't think of a group of people, but rather an individual person. This way, you'll be able to get past broad demographics and drill down into specific needs and desires.

Remember, choosing an "ideal customer" to represent your target audience doesn't mean you're locked in — you can always narrow it, expand it, or change it altogether at a later date.

Answer the following questions with your ideal customer in mind:

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What goals, problems, or challenges do they have that I can help them with?

What does their ideal solution look like for each goal, problem, or challenge
I've listed above?

Who do they already look to for advice on these topics?

How do they like to consume information (websites, podcasts, social media, etc.)?

What worries or objections might they have to buying my solution?

What do they need to know to feel confident about buying my solution?

What solutions have they already tried/considered to achieve their goal or solve
their problem? Why haven't those worked?
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If these questions shake loose several different product ideas, that's ok.
With a better understanding of your ideal customer in hand, it's time to move forward...

Step #2   Narrow down product ideas

With the answer to question #1 above in mind (the goals, problems, and/or challenges of your ideal customer), make a list of at least 5 different ideas you'd like to consider for your new digital product.

Keep in mind that these ideas don't have to be radically different from one another. You might solve the same problem in two different ways, or choose one piece of a larger problem to solve.

For each product idea you consider, think realistically about how long it will take customers to achieve their desired results. This will ultimately help strengthen the core promise of your product. The most successful digital products are often those that offer concrete, measurable results.

For each of your favorite product ideas, think about the specific outcome they will help your ideal customer achieve. Turn these outcomes (along with the respective problem/challenges they solve and the time it takes to achieve results) into the "core promise" of your new product:

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"In [SPECIFIC SPAN OF TIME], I will help my customers achieve [DESIRED OUTCOME],
 by helping them solve/conquer [OBSTACLE]."
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With your ideas and core promises listed, it's time to validate...

Step #3   Validate your favorite idea

In this step, you're looking for confirmation that there is a viable market for the type of solution you're selling.

The best way to do this is by finding people who are actively selling products that solve the same problem or offer a similar solution to the one your product will offer.

If they serve the same audience you've chosen, these may be your competitors, or you may serve a different audience altogether.

In any case, the existence of competing products validates your idea, so don't be discouraged if someone is already doing what you'd like to do. It's evidence of an existing market, and a good sign that you should proceed.

Digital product marketplaces (Skillshare, Udemy, etc.)

Digital product affiliate marketplaces (Clickbank, etc.)

Youtube channels

Facebook groups

Instagram - Are there influencers talking about similar problems/solutions?

Amazon - Look for books that address a similar problem/solution.

Google search - Use search terms your ideal customer might use when looking for solutions to their problem.

Use platform domain names in your searches to find existing digital products.

For example: If you want to find all the dog-training-related courses hosted on Clickfunnels, you could search "dog training .clickfunnels"

Other domains to try would be .mykajabi and .teachable

Try to find at least 3 examples of existing products that solve the same problem you'd like to solve (or at least one that's very similar). If you can't, it's evidence that you may need to revisit Steps #1-2 and/or modify your idea.

If you've found your validation examples, congratulations! Your idea has passed the test, and it's time to move forward with confidence.

Bonus points: Do in-depth research on the existing products and solutions you've found.
Take note of what they're selling, what they're charging, and what you like/don't like about them.
If possible, check out their customer reviews — what are their customer's likes and dislikes?
This will help you get a sense of how to make your offer more unique and attractive to customers so that it will stand out in the marketplace.

Ready to get started?

Kajabi's all-in-one platform makes it easy to turn your idea into a real business.

Build, market and sell your online course, membership site or coaching program with no coding, no hiring, no learning curve, no plugins and no broken integrations. Just a beautiful, professional knowledge business built with just a few clicks.

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📦 **Products**

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