Validate Your Idea

Confirm your concept is viable before you start building
Get the Support You Deserve
Kajabi Help Center
help.kajabi.com

You've got questions, we've got answers. Our Help Center’s guides and FAQs can answer your questions and walk you through every action you can take with Kajabi.
Live Workshops
learn.kajabi.com

Our workshops are a great way to understand Kajabi’s features and ask questions live with our very own team.
Contact Support
support@kajabi.com

Based on your Kajabi Plan, you can chat with Live Agents right from your Dashboard.

For additional technical and billing assistance, you can email us directly at support@kajabi.com.
Onboarding
Get the guidance you need to keep your business on track.

Welcome Call
Maximize your trial with a 1:1 call.

Activation Call
Get 1:1 help to set up your business.
Kajabi Hero Community
facebook.com/groups/newkajabi

Connect with fellow Kajabi Heroes - share wins, celebrate milestones, and support each other!

Be kind in your interactions and be quick in mending any communication issues.
Kajabi University
university.kajabi.com

Kajabi University is your resource for guided content aimed to help you create and build your online business with Kajabi. Go at your own pace and master your skills. Be a proud KU Alumni.
Opening Activity

What does your ideal customer look like?

What is your niche, or what niche do you wish to serve?
What you'll learn

- Idea Validation
  What is it and why is it important?

- Brainstorming Techniques
  Experiment with generating new ideas

- Verification Techniques
  Validate your generated ideas
What is Idea Validation?

Questions to consider

- Is what I'm creating needed by my target audience?
- What is my ideal customer saying, and how are they saying it?
Why is Idea Validation important?

What it does:
- Ensures there's a market for your solution
- Identifies gaps in the market and your solution
What is idea validation?
Why is it important to us?
Let's brainstorm!

What three ways can you serve your ideal customer?

- Coaching? 1:1 or Group?
- Content?
- Creating a space?
Importance of Brainstorming

- Gain clarity
- Solidify ideas
Be kind in your interactions and be quick in mending any communication issues.

Brainstorming Techniques

Four common methods

- Starbursting
- Gap Filling
- Reverse Brainstorming
- How, Now, Wow!
Starbursting

1. Simple & effective
2. Who
3. What
4. Where
5. When
6. Why
7. How
Who...  

...do I want to serve?  

...is my solution for?
What... 

- ...content will I create? 
- ...do I want to give them? 
- ...is my role?
Where...

- ...are they in the journey?
- ...do they want to be?
When...

...in the journey will I have the biggest effect?
Why...

- ...do I want to serve?
- ...do they come to me?
How...

- ...do I want to serve?
- ...do they find me?
Starbursting allows you to visualize your customers and gives structure
2 Gap Filling

Structured & motivating

+ Imagine the journey
+ Identify major steps
+ Consider how to guide
Reverse Brainstorming

- Working backwards
  - Identify problems
  - Find the solutions
  - Solutions are your content
How, Now, Wow!

- Easy to categorize
  - Simple 2x2 grid
  - Originality & Difficulty
No...

- Unoriginal
- Difficult to achieve
How...

- Original
- Difficult to achieve
Now...

- Unoriginal
- Easy to achieve
Wow!

- Original
- Easy to achieve
Knowledge check!

What are the four brainstorming techniques we covered?
Activity

Four Methods

- Starbursting
- Gap Filling
- Reverse Brainstorming
- How, Now, Wow!

What three ways can you serve your ideal customer?

- Coaching? 1:1 or Group?
- Content?
- Creating a space?
Validation Techniques

Five common methods

- Digital Product Marketplaces
- Search Engines
- Online Forums
- Amazon Book Reviews
- Social Media Influencers
Best Practices

Keep in mind...

+ Three examples minimum
+ Read the reviews
+ Review prices
+ Examine content
Digital Product Marketplaces

1. Udemy, Skillshare
2. Look for keywords
3. Examine table of contents
4. Read the reviews
2 Search Engines

- Google, YouTube, Quora
- Look for search terms
- Identify common questions
- AnswerSocrates
3 Online Forums

- Reddit, Facebook Groups
- Serve, not sell
- Feel out intentions
- Identify common questions
Amazon Book Reviews

- Amazon
- Examine table of contents
- Identify gaps
- Read the reviews
Social Media Influencers

- Instagram, TikTok
- Take note of followers
- Review comments
- Identify common needs
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Activity: Let's validate!

- Starbursting
- Gap Filling
- Reverse Brainstorming
- How, Now, Wow!
- Digital Product Marketplaces
- Search Engines
- Online Forums
- Amazon Book Reviews
- Social Media Influencers
Who was able to stick with their idea?
What changed, if anything?
Why did it change?
Who validated their idea?
What you learned

Idea Validation
What is it and why is it important?

Brainstorming Techniques
Experiment with generating new ideas

Verification Techniques
Validate your generated ideas
Basic Business Plan

1. What are you going to sell?
2. Who are you going to sell it to?
3. How are you going to sell it?
Your homework...
Continue generating and validating ideas!
Congratulations! You did it!

**REMEMBER:** In addition to these live workshops, we have created four On Demand Workshops to complete your journey.

- **Know Your Worth**
- **The ABC's of Kajabi**
- **Website Prep**
- **Settings For Success**
Questions?