

Digital Product Idea Validation 101

[Ready to sell your knowledge online?](#) That's awesome! But before you start, you'll need to do market research. It's well worth investing time to understand the competitive landscape before you build. That way, you can move forward knowing there's a need for your product and a competitive advantage that helps you stand out from other creators.

Here's a step-by-step guide to help you uncover your ideal customer, narrow down product ideas, formulate a core promise statement, and validate your product idea. Let's go!

How to use this exercise: If you've settled on an idea and/or audience and just need to validate it, skip to Step #4. If you're starting from absolute scratch, follow the steps in order.

Step #1: Identify your ideal customer

An ideal customer is the person that would benefit most from your product or service. Identifying who this is will help you create products and solutions that feel specifically tailored for them. That's why it benefits you to get specific. Rather than think about a group of people, think about a specific person you could help with your knowledge. This way, you'll get past broad demographics and drill down into the specific needs and desires of a single customer.

Answer the following questions with your ideal customer in mind:

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

2. How do they like to consume information (podcasts, long form content, short form content)?

3. What objections might they have to buying my solution?

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

5. What solutions have they already tried/considered to achieve their goal or solve their problem? Why haven't those worked?

Step #2: Narrow down product ideas

Once you understand the goal and problems of your ideal customer, it's time to brainstorm ideas for your new digital product. Remember, these ideas can be similar to one another. You might even solve the same problem in two different ways, or break up a larger problem into smaller solutions.

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

Make a list of 3 - 5 different ideas you'd like to consider for your new digital product and write them down here:

1.

2.

3.

4.

5.

Step #3: Core promise

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:

“In [SPECIFIC SPAN OF TIME] _____ ,
I will help my customers achieve [DESIRED OUTCOME] _____ ,
by helping them solve/conquer [OBSTACLE] _____ .”

Step #4: Validate your favorite idea

Now, let's ensure there is a viable market for the type of solution you're selling!

To do this, find people who are actively selling products that solve the same problem as the product you will offer. If they serve the same audience you've chosen, these are your competitors. But, don't fear - competition is a sign that there is demand for information and solutions. (After all, if there was no demand, there would be no supply!)

But competition is why it's important to get narrow. You'll want to find a “sweet spot” idea; there should be some content about your general topic, but also a gap in solutions that you can fill. Another strategy is to assess the competition and see how you can offer the same thing, but better in some way.

Here are places to look for existing knowledge products and providers:

- Digital product marketplaces (Skillshare or Udemy)
- Knowledge commerce platforms
 - For example: If you want to find all the dog-training-related courses hosted on Kajabi, you could search “dog training .mykajabi”
 - Other domains to try would be .teachable, .thinkific, and .patreon
- Social media: YouTube channels, Facebook groups, and Instagram
- Books or ebooks that address a similar problem/solution
- Google search
 - Use search terms your ideal customer might use when looking for solutions to their problem.

Write down 3 validation examples for future reference:

Product Name: _____

Website: _____

Product Name: _____

Website: _____

Product Name: _____

Website: _____

If you can't find at least 3 examples, it's evidence that you may need to revisit Steps #1-2 and/or modify your idea.

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

Bonus points: Do additional research on the validation examples you've found. Take note of the available digital products, payment options, the niche served, the price range, and customer reviews. The more informed you can be before building and promoting your products, the more likely you are to come up with a unique solution - which makes it easier to convince customers to buy!