



Find Your Income Idea

A simple niche and first-product workbook

Turn what you already know, enjoy, and notice into one realistic income idea. No giant business plan. No pressure to become an online personality. Just a clear place to begin.

YOUR SKILLS

THEIR PROBLEM

ONE FIRST PRODUCT

01 | YOUR FIT

What can your life support?

The best idea is not the trendiest one. It is the one you can actually create, test, and repeat.

Choose honestly. A smaller idea that fits your time and energy will outrun a brilliant idea that never leaves your notebook.

TIME I CAN USE EACH WEEK

- | | |
|--|------------------------------------|
| ☐ Under 2 hours | ☐ 2-5 hours |
| ☐ 5-10 hours | ☐ 10+ hours |

STARTUP BUDGET

- | | |
|--------------------------------------|--|
| ☐ \$0-\$25 | ☐ \$26-\$100 |
| ☐ \$101-\$250 | ☐ More than \$250 |

HOW I PREFER TO WORK

- | | |
|---|---|
| ☐ Privately or behind the scenes | ☐ With people one-to-one |
| ☐ Making products | ☐ Teaching or explaining |
| ☐ Locally or in person | ☐ Mostly online |

How soon do I need this idea to earn?

One boundary this idea must respect

Reality check: Digital products can scale, but they are rarely instant cash. If money is urgent, pair this plan with a faster service, local task, or resale option.



02 | LOOK BACKWARD

What do people already ask you for?

Useful skills often feel ordinary to the person who has them. That is exactly why they are easy to overlook.
People ask me to help with...

Things that feel easier to me than to others...

A problem I have personally learned to handle...

Tasks I know from work, parenting, hobbies, or home life...

Topics I enjoy enough to keep learning about...

MY THREE STRONGEST ASSETS



03 | MATCH THE PIECES

A niche is a person plus a problem

You do not need a never-before-seen idea. You need a specific person, a recognizable problem, and a helpful result.

1

WHO

Who do I understand or enjoy helping?

2

PROBLEM

What frustrating, costly, confusing, or time-consuming problem do they face?

3

RESULT

What small result could I help them reach?

MY WORKING NICHE STATEMENT

I help [person] solve [problem] so they can [result].



04 | PRODUCT POSSIBILITIES

What could you sell first?

Start with the lightest product that solves one clear piece of the problem.

QUICK TOOL

Checklist, tracker, calculator, template, swipe file

Best when the buyer needs speed or structure.

☐ This fits my idea

MINI GUIDE

Short ebook, roadmap, tutorial, prompt pack

Best when the buyer needs explanation or a process.

☐ This fits my idea

PRINTABLE

Planner page, worksheet, cards, labels, activity

Best when the buyer wants something to use offline.

☐ This fits my idea

STARTER KIT

A small bundle of 3-5 related tools

Best when one result needs a few coordinated pieces.

☐ This fits my idea

BRAINSTORM SIX FIRST-PRODUCT IDEAS

1

2

3

4

5

6

Keep it small: “Weekly meal planner for night-shift nurses” is testable. “A complete life management system for all women” is fog wearing a business hat.



05 | PICK ONE

Choose evidence over excitement

Score your best three ideas from 1 (weak) to 5 (strong). The highest total earns the first test, not a lifetime commitment.

IDEA	Clear buyer	Real problem	Easy to make	Easy to explain	TOTAL

My winning idea

Why this idea earned the first test

FAST VALIDATION CHECK

- | | |
|---|---|
| ☐ I can describe the buyer in one sentence. | ☐ The buyer already knows this problem exists. |
| ☐ The result is specific and modest. | ☐ I can create version one within seven days. |
| ☐ I know where at least five possible buyers gather. | ☐ I can test interest before polishing everything. |



06 | BUILD VERSION ONE

Define your first product

A clear small promise beats a large vague bundle. Version one only needs to be useful, usable, and honest.

Working product name

It is for...

It helps with...

After using it, the buyer can...

It includes these 3-5 pieces...

It does not include...

SIMPLE PRICE THOUGHT STARTER

☐ \$5-\$9 quick tool

☐ \$10-\$17 mini product

☐ \$18-\$27 starter kit

☐ I need more research

Price reflects the product, buyer, market, and value. It does not guarantee sales. Test the offer and adjust from evidence.



07 | SEVEN-DAY TEST

Move from idea to evidence

Your goal is not a perfect launch. Your goal is to learn whether real people understand and want the idea.

- 1 Choose the buyer and one problem. ☐ Done
- 2 Find 5 real examples of the problem in reviews, groups, searches, or conversations. ☐ Done
- 3 Write the promise and outline the smallest useful product. ☐ Done
- 4 Create a rough sample, preview, or first page. ☐ Done
- 5 Show it to 3-5 relevant people and ask what feels useful or unclear. ☐ Done
- 6 Revise the product and write a simple title, description, and price. ☐ Done
- 7 Publish, preorder, or invite a small beta test. Record what happens. ☐ Done

MY NEXT MOVE

Your idea does not need to be flawless. It needs to meet a real person at a real problem.
 Build small. Listen closely. Let evidence shape the next version.

Quiet progress is still progress.

