Digital Product Idea Worksheet

Are you looking to create your first digital product, but have no idea where to start? Use this worksheet to brainstorm potential topics.

What's already working?

If you're writing blog posts, recording videos or podcast episodes, creating social media posts and/or sending emails to your list, look at the data. Dig out those stats – views, clicks, time on page, likes, comments, shares – whatever you can find. Write down three topics that are performing well.

1.
2.
3.

What have you already created?

Do you have guides, templates, videos, checklists or emails that you've shared? Look back through your work with current and past clients. Write down three items you've created that you can use as a starting point.

1.
2.
3.

What do you wish your clients knew?

You've been helping clients for years – what is one thing they need to know, but they don't? What do clients always ask you? What do you wish clients asked you? What is one thing, that if your clients implemented, they'd be way ahead of their competitors? Write down three of the most important things your clients need to know.

1.
2.
3.

What are people asking you for?

Look around in your emails, on social media and anywhere else you interact with clients or peers. What are people explicitly asking you for? Write down three potential topics that you could use as a starting point for your first digital product.

1.
2.
3.

What do you feel called to create?

It's great to do research like with the questions above, but also think about what excites you. What product is inside you, just waiting to be created? Perhaps this topic overlaps with an idea from a previous section, but it may not. Write down three ideas that you feel called to create.

1.
2.
3.

Next Steps

Ready to take the next step? Schedule a free, 30-minute strategy session and get clarity on what kind of product you'd like to create, what tools to use or how to move forward if you're stuck somewhere on the journey.

Hey there, I'm Rene 👋

I help maxed-out service providers create their first digital product so they can gain an additional income stream, grow their impact without increasing 1:1 work, and experience more time freedom. Learn more at scenicroutedigital.com.