

Intro

🌀 Welcome to ScatterMind's Business Idea Decoder 🌀

by Frankie Johnson (@theadhdfounder), Founder of [ScatterMind](#)



Hey ADHDer 🙌

If we haven't met yet, I'm **Frankie Johnson**, founder of **ScatterMind** – the operating system for **ADHD Entrepreneurs**.

Before building ScatterMind, I was exactly where you are right now:

- Overthinking what to start.
- Doubting if I could actually follow through.
- Drowning in 17 half-built ideas and a mountain of self-judgment.

In 2018, I launched my first side project: a diversity magazine called *SHADES*.

My friends bailed within a year because I couldn't execute.

- I missed meetings,
- changed directions weekly,
- Loss focus of what matters.

That failure hurt. But it also forced me to master my ADHD instead of being mastered by it.

Fast forward to today – I've:

- Quit my ADHD meds completely (last prescription filled 08/11/20).
 - Built systems that took me from scattered to consistent — and from \$0 → \$10k/month.
 - Helped dozens of ADHD entrepreneurs scale to \$5k–\$20k/month — including coaches, creatives, and tech founders.
 - Built an ADHD quiz that's helped over **1,000+ people** understand their brain and take action.
 - Generated **\$28k+ in monthly contract value** and growing — all while staying organized, happy, and off the chaos treadmill.
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Why This Exists

I made this because I noticed a brutal pattern:

Most ADHD entrepreneurs fail *not because they lack ideas*, but because they pick the wrong ones — ones that drain them, not drive them.

The **Business Idea Decoder** exists to fix that.

It helps you identify:

- The niche that fits your brain
- The problem you're built to solve
- The business model that matches your energy

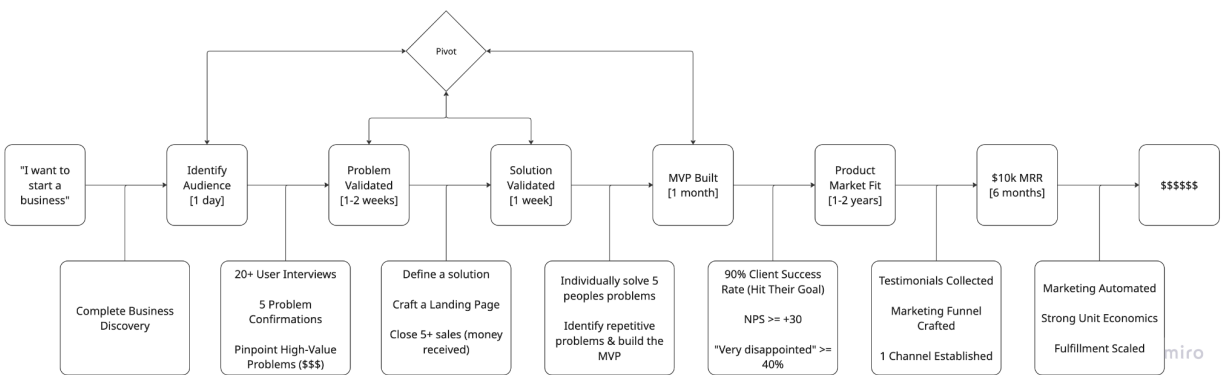
So you can stop second-guessing and finally build something that sticks.

This isn't "find your passion" fluff.

This is a **dopamine-tested business filter** — designed for ADHD brains who want to build freedom, focus, and financial independence without burning out.

Let's find your fit — and turn your ideas into income.

Business Strategy



Idea Decoder

Let's understand you & your niche

Instructions:

- **If you already have an idea, skip to Bucket #2.** Otherwise, complete Bucket #1 and then complete Bucket #2.
 - Fill out each section one at a time
 - Here's my [sample](#)
 - Ask questions if you're confused or curious about something
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BUCKET #1: You're unsure what kind of business you should launch or can't decide what to launch.

You have either no ideas or a bunch of ideas and are unsure which one to pick. This is the perfect place for you to start!

1. **Create a list of 5 audiences you're a part of or passionate about (Ex: ADHD, Rock climbers, fitness, etc.)**

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2. **Copy & paste the audience list below and brainstorm the problems these audiences face. Feel free to use ChatGPT if you need a little help!**

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3. Copy and paste **ONLY** the problems you've solved from the above list for yourself or your audiences below.

a. List out how you solved those problems

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4. If you've solved any additional problems for yourself or others outside the audiences you've listed, add them here.

a. List out how you solved those problems

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5. Rank the top 3 problems from questions 3 & 4 based on interest & expertise.

1.

BUCKET #2: You have an idea and want to dive deeper.

At any point, if you're stuck going through these questions, do a little research and try to answer them as best you can. You might not have all the answers and that's ok. **Highlight the questions you struggle to answer!**

1. Describe what your company does in one sentence (ex: I help ADHDers become 6-figure founders, uber for x, etc.)

I help [Audience] become/help [dream result]

2. What is your vision for this business? What impact are you trying to make?

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3. Who is your ideal customer? Here is a [sample](#) of how to describe your customer

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What influencers are big in this space?

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4. What problems are you solving for this ideal customer? Highlight the most valuable (high frequency & high pain) problem

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5. What result do you want to achieve for your clients? How would your impact be measured?

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6. Why did you pick this idea to work on?

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7. Have you solved this problem for yourself or others? How did you solve it? If you have other problems that you have solved, that might be a better place to start

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8. How will you solve your customers problems? Please describe your product and what it does or will do.

- What is it not?
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- What is it?
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9. Who are your competitors? What are alternate solutions? What makes them different, what are they good at, and what would you do differently?

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10. Is this industry commodified? What are your clear differentiators?

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11. How do or will you make money? If you're unsure, hypothesize all the potential ways.

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12. Where will most of your initial users be located? Create a list of specific areas to find them

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The Profitable Niche Checklist

Go into this checklist with a blank slate - do not consider your skill sets... DO consider the market. Check off the following requirements when selecting your niche. These core-4 below are MUST-haves.

The Core 4 Requirements:

☐ Growing market

**More people are entering the market every year*

☐ EXTREMELY painful problem

**This is one of the most painful problems this niche faces*

☐ Purchasing power

**Can your niche afford higher ticket prices? Look at competitors in the niche - are they charging higher ticket? (Good sign)*

☐ Can you easily find and contact people in your market?

**Easily able to find your niche by who they are following on social media, keywords in their social media profiles, etc. (Allows us to run outbound client acquisition)*

If any of these boxes above aren't checked in **BOLD**, then everything else will become more difficult.

Bonus Criteria:

(The below criteria is not required, but the more checked off, the better.)

☐ Do you have a personal transformation like your niche desires?

**Example: for the dad fitness niche, a dad who lost 50 pounds would be a personal transformation.*

☐ Do you have proof of results with this niche (clients or friends)?

**Client testimonials, endorsements, transformations, case studies, etc.*

☐ Are their competitors in the niche?

**Competitors are a sign of life.*

☐ Are there at least 50,000+ people in the niche?

**50,000 people makes the niche big enough to handle serious scale to 7-8 figures*

☐ Are you interested in this niche?

**This is something you'll be doing for multiple years so it benefits you if you are actually interested in it.*

☐ Do you know the lingo of the niche?

**The words, phrases, industry specific language they use*

ADHD Entrepreneurs, tired of inconsistent or non-existent revenue?

Want to implement these strategies now?

Get **6 months of work done in 9 weeks** by installing ScatterMind's systems, **GUARANTEED!**

[Apply Now](#)

Pivot

What do you like about working with this business?

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What struggles do you have with this business?

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1. Personal Alignment

Purpose: Check if you still enjoy the people and purpose behind your business.

- Do I enjoy working with this audience day to day?
- Would I still talk about this topic even if I weren't paid?
- If I had to keep doing this business for 5 years, would that make me excited or drained?
- Do I like delivering the result this business provides?
- Do I genuinely want to see these people succeed?
- Do I like the type of problems they bring me?
- Do I feel aligned with the mission behind what I'm building?



Signal to Pivot:

You dread calls, stop caring about the outcomes, or feel like you're serving the wrong crowd.

2. Problem-Solving Excitement

Purpose: Check if solving this specific problem still sparks energy and curiosity.

- Does solving this problem excite me intellectually or emotionally?
- Do I feel energized when I make progress on this problem?
- Would I naturally think about improving this solution in my spare time?
- Have I solved this problem for myself or others before?
- Does the process of solving it feel meaningful or boring?
- Do I feel creative and resourceful when tackling it?

 Signal to Pivot:

You find yourself avoiding the work itself, procrastinating on tasks tied to problem-solving, or feeling zero curiosity.

3. Solution Expertise

Purpose: Evaluate whether you have (or can quickly gain) the capability to win in this market.

- Do I have unique insight or experience solving this problem?
- Can I deliver real results without massive outside help?
- Do I have proof (testimonials, case studies, personal experience) that my approach works?
- Can I explain my solution simply and confidently?
- Do I have leverage — tools, systems, frameworks — that make me better/faster than most?

 Signal to Pivot:

You're hitting walls due to missing expertise, or customers aren't getting results despite your best effort.