

Tiny Product Idea Validator

JERICCO PDF-first digital product

A one-page worksheet for deciding if a digital product idea is worth making today.

Price position: Free.

Audience: new creators, Etsy sellers, Gumroad makers, and solo operators in US, UK, CA, AU, and EU markets.

What this is

Use this before building another random printable. It forces a quick buyer, pain, proof, and first-channel check so weak ideas die before they cost a day.

How to use it

Open the PDF. Print it or save it to your device. Fill one section at a time. Keep the first pass rough. The value comes from making a decision, not making the worksheet pretty.

Buyer

- Who would search for this?
- What would they type into Etsy, Google, Pinterest, or Gumroad?
- Would they use it this week?

Pain

- What annoying task does this make easier?
- What does the buyer already try before buying?
- What would make them save or share it?

Proof

- Name three similar products or search results.
- Write one thing those products do badly.
- Write one small upgrade this product can own.

Ship test

- Make a plain PDF first.
- Post the free version on the JERICCO hub.
- Track clicks, saves, email signups, and comments before expanding it.

Worksheet

Use the lines below for the first pass.

- Idea: _____
- Target buyer: _____

- Search phrase: _____
- Problem: _____
- Small upgrade: _____
- Free version: _____
- Paid version: _____
- First traffic channel: _____

Support note

This is a digital download. No physical item is shipped. The PDF is the main buyer file. The ZIP is included only where a marketplace needs a bundle or source archive.

Safety note

This product gives organization prompts only. It does not provide legal, tax, medical, or investment advice.

Idea	
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