

This worksheet will help you come up with digital product ideas.

TIP: Do not try to build Rome in a day. Start with a small, simple product and use this as a "test run."

1 What are you an expert in?

TIP: Remember, you only have to be 1-2 steps ahead of your audience.

2 What is a common struggle your audience faces that you can help them with?

TIP: People will typically pay for something in one of these 6 buckets:

makes money | saves money | saves time | brings happiness | reduces pain | raises social status

3 Where is there a gap in the market that you could fill?

TIP: Instead of creating a product about a broad topic, look for a way to niche down and get specific.

4 What is a "win" you can give your customer to help them on their success journey?

TIP: The more tangible it is, the better.

5 What type of digital product would you like to create?

Ebook	Mini course	Printable	Music/Video
Workshop	Template	Digital art	Podcast
Membership	Guide	Photography	Presets
Subscription	Coaching	Services	Other_____

NEXT STEP: Use [MiloTreeCart](#) to start collecting credit card payments for your new digital product. Set up in under 10 minutes. Use our easy sales pages and check out pages to make selling a breeze!

People will typically pay for something that falls into one of these 6 buckets:



Makes Money



Saves Money



Saves Time



Happiness

**6 HUMAN
BUYING
TRIGGERS**



Away from Pain



Social Status

Examples:

- The Picky Eater Playbook **PDF Guide**
- How to Purchase Your First Rental Property **1 Hour Workshop**
- Set Up An Email Welcome Series **1:1 Coaching**
- Sales Funnel Building for Beginners **Membership**
- How to Get Off Sugar **Mini Course**
- Canva Instagram Reels **Templates** for Coaches
- Lightroom **Presets** for Food Bloggers
- Solo Travel for Women Monthly **Newsletter Subscription**

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