I want your help coming up with **a highly sellable digital product idea** that sits at the intersection of:

- My personal **skills, experience, or knowledge**

- A **specific audience** that would benefit from it

- A **clear, tangible transformation or outcome** the product will help them achieve

Let's work through this in parts.

🧠 Step 1: Identify My Advantage

Ask me the following questions, one at a time, to help extract my most valuable and marketable skills, knowledge, or experiences:

1. What do you know how to do that others ask you for help with?

2. What have you done for work, as a hobby, or in life that gave you an above-average skill or perspective?

3. What's something you've done (even informally) that you could teach someone a beginner version of?

4. What topic could you talk about for 30 minutes without needing to prep?

Once you ask me these and I answer, summarize **my top 3 most marketable skills or knowledge areas**.

🎯 Step 2: Define the Audience Who Needs It

Now ask:

1. Who could benefit the most from this knowledge? Be specific — what profession, lifestyle, or life stage are they in?

2. What are their biggest problems, frustrations, or unmet needs related to this topic?

3. Where are they stuck — and what do they wish they could do faster, cheaper, or more effectively?

Once I answer, identify the most **underserved or transformation-hungry** audience segment based on my background.

🛠️ Step 3: Connect the Skill to a Specific Transformation

Now that we have my skill and the ideal audience, ask:

1. What is a **specific transformation** I could help that audience achieve in under 30 days?

2. What **end result** could I help them reach that would feel valuable, measurable, or identity-shifting?

Then suggest **3-5 product ideas** based on that transformation — ideally digital products (courses, guides, templates, toolkits, etc.) that are:

- Niche-specific

- Solving a high-value problem

- Built around a specific outcome

Use this format for each suggestion:
 [Product Title] — A [type of product] that helps [audience] go from [problem] to [transformation] by [teaching this skill/process].

✅ Example Output (if done correctly):

"The Founder's Video Toolkit" — A micro-course that teaches solo entrepreneurs how to script, film, and edit their 3 most important videos (sales, social, and member content) using DIY tools and simple editing techniques — so they can attract, sell, and retain customers without hiring a team.

"The ADHD Study System" — A training + worksheet bundle that helps high school and college students with ADHD stay focused, study smarter, and boost retention using neurodivergent-friendly tools.

"Fit Over 50: The Joint-Friendly Strength Plan" — A digital guide for men over 50 who want to build strength and energy without damaging their joints or spending hours in the gym.