MODULE 1

FOUNDATION WORKBOOK

Your Journey to $100K Begins Here

"The best time to plant a tree was 20 years ago. The second best time is now."

- Chinese Proverb

Student Name: _____

Start Date: _____

Target Launch Date: _____

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Module Progress Checklist

- [ ] Lesson 1: Understanding the MicroSaaS Opportunity
- [ ] Lesson 2: The 5 Categories of Profitable Tools
- [ ] Lesson 3: Finding Your Perfect Tool Idea
- [ ] Lesson 4: The PROFIT Framework Deep Dive
- [ ] Lesson 5: 48-Hour Validation Sprint
- [ ] Lesson 6: Selecting Your First Tool to Build

🚀 QUICK WIN GENERATOR

Your first action to build momentum:

In the next 30 minutes: Write down 10 problems you've personally experienced in the last week that technology could solve.

- [ ] I commit to completing this in 30 minutes

Pre-Work Assessment

1. My current technical skill level is:

1	2	3	4	5	6	7	8	9	10

1 = No coding experience | 10 = Senior developer

2. Hours per week I can dedicate to building: _____

3. My biggest fear about starting is:

50 Tool Ideas Brainstorm (Part 1)

Don't filter yourself - write ANY idea that comes to mind. Bad ideas often lead to great ones!

Ideas 1-25:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____

Ideas 26-50:

26. _____
27. _____
28. _____
29. _____
30. _____
31. _____
32. _____
33. _____
34. _____
35. _____
36. _____
37. _____
38. _____
39. _____
40. _____
41. _____
42. _____
43. _____
44. _____
45. _____
46. _____

22. _____

23. _____

24. _____

25. _____

47. _____

48. _____

49. _____

50. _____

5 Tool Categories Deep Dive

CATEGORY 1: AUTOMATION TOOLS

Example from my list that fits: _____

Why this could work:

My experience/expertise here (1-10):

CATEGORY 2: CONVERSION TOOLS

Example from my list that fits: _____

Why this could work:

My experience/expertise here (1-10):

CATEGORY 3: CALCULATOR TOOLS

Example from my list that fits: _____

Why this could work:

My experience/expertise here (1-10):

CATEGORY 4: GENERATOR TOOLS

Example from my list that fits: _____

Why this could work:

My experience/expertise here (1-10): ☐

CATEGORY 5: ANALYZER TOOLS

Example from my list that fits: _____

Why this could work:

My experience/expertise here (1-10): ☐

> 💡 PRO TIP
>
> The best category for beginners is often Conversion or Calculator tools - they're straightforward to build and have clear value propositions!

PROFIT Framework Analysis - Idea #1

Tool Name: _____

One-line Description: _____

P - PROBLEM (SCORE 1-5)

What specific problem does this solve?

How painful is this problem for users?

- [ ] Nice to have (1-2 points)
- [ ] Moderate pain (3-4 points)
- [ ] Hair on fire problem (5 points)

Problem Score: ____ / 5

R - REACHABLE (SCORE 1-5)

Who exactly will use this? _____

Where do these people hang out online? _____

Can I reach them for under $50?

- [ ] Yes - I know exactly how (5 points)
- [ ] Probably - I have ideas (3-4 points)
- [ ] Unsure - Need research (1-2 points)

Reachable Score: ____ / 5

O - OBVIOUS MONETIZATION (SCORE 1-5)

How will this make money?

- [ ] One-time payment
- [ ] Subscription (monthly/yearly)
- [ ] Usage-based

☐ Freemium

Price point I'm thinking: $_____

Monetization Score: ____ / 5

F - FAST TO BUILD (SCORE 1-5)

MVP features needed (list top 3):

1. _____
2. _____
3. _____

Time to MVP:

- [ ] Weekend project (5 points)
- [ ] 2-4 weeks (3-4 points)
- [ ] 1-3 months (1-2 points)

Fast to Build Score: ____ / 5

I - ITERATIVE (SCORE 1-5)

Can I ship v1 embarrassingly simple?

- [ ] Yes - Super simple is fine
- [ ] Somewhat - Needs polish
- [ ] No - Must be feature-complete

Future features I could add:

Iterative Score: ____ / 5

T - TRAFFIC (SCORE 1-5)

Monthly search volume for main keyword: _____

Competition level:

- [ ] Low - Few competitors (5 points)
- [ ] Medium - Some competition (3-4 points)
- [ ] High - Saturated market (1-2 points)

Traffic Score: ____ / 5

TOTAL PROFIT SCORE

____ / 30

☐ **25-30:** Build immediately! 🚀

☐ **20-24:** Strong candidate - refine further

☐ **15-19:** Needs more validation

☐ **<15:** Move to next idea

Market Research Deep Dive

KEYWORD RESEARCH

KEYWORD	MONTHLY VOLUME	COMPETITION	CPC

TARGET AUDIENCE PROFILE

Age Range: _____

Location: _____

Income Level: _____

Job Title: _____

Industry: _____

Company Size: _____

PAIN POINTS & DESIRES

Top 3 frustrations they have:

1. _____
2. _____
3. _____

What they're trying to achieve:

Current solutions they use:

Why current solutions fall short:

💡 PRO TIP

Join 3 Facebook groups or Reddit communities where your target audience hangs out. Lurk for a week and note every complaint and wish they express!

Competitor Analysis Matrix

COMPETITOR #1

Name/URL: _____

Pricing: _____

Their main features:

Their biggest weakness:

What users complain about:

COMPETITOR #2

Name/URL: _____

Pricing: _____

Their main features:

Their biggest weakness:

What users complain about:

COMPETITOR #3

Name/URL: _____

Pricing: _____

Their main features:

Their biggest weakness:

What users complain about:

MY COMPETITIVE ADVANTAGE

I will beat them by:

48-Hour Validation Sprint Plan

Hour 0-6	Hour 6-24	Hour 24-36	Hour 36-48
Setup	Build	Launch	Analyze

HOUR 0-6: SETUP PHASE

- [ ] Register domain name
- [ ] Set up landing page builder (Carrd/Webflow)
- [ ] Create logo with Canva/AI
- [ ] Write headline and value prop
- [ ] Set up email capture (ConvertKit/Mailchimp)

HOUR 6-24: BUILD PHASE

- [ ] Create landing page with 3 benefits
- [ ] Add social proof (even if hypothetical)
- [ ] Create simple demo video/GIF
- [ ] Set up Google Analytics
- [ ] Add "Get Early Access" CTA

HOUR 24-36: LAUNCH PHASE

- [ ] Post in 3 relevant Facebook groups
- [ ] Share on Twitter with relevant hashtags
- [ ] Post on relevant subreddits
- [ ] Message 10 potential users directly
- [ ] Run $20 Facebook/Google ad

HOUR 36-48: ANALYZE PHASE

Visitors to landing page: _____

Email signups: _____

Conversion rate: _____%

Best traffic source: _____

User feedback received:

Final Tool Selection Matrix

Compare your top 3 ideas side by side:

CRITERIA	IDEA #1	IDEA #2	IDEA #3
Tool Name			
PROFIT Score	/30	/30	/30
Time to MVP			
Market Size			
Competition Level			
Revenue Potential			
My Excitement (1-10)			

🏆 THE WINNER IS:

_____

Why this is the right choice:

⚠️ **Reality Check**

Am I choosing this because it's the smartest business decision, or because it seems easiest/most fun?

30-Day Implementation Roadmap

WEEK 1: FOUNDATION

- [ ] Day 1-2: Complete market research
- [ ] Day 3-4: Talk to 10 potential customers
- [ ] Day 5-6: Finalize feature list
- [ ] Day 7: Plan technical architecture

WEEK 2: BUILD MVP

- [ ] Day 8-10: Set up development environment
- [ ] Day 11-13: Build core functionality
- [ ] Day 14: Create basic UI

WEEK 3: POLISH & TEST

- [ ] Day 15-17: Add essential features
- [ ] Day 18-19: User testing with 5 people
- [ ] Day 20-21: Fix critical bugs

WEEK 4: LAUNCH PREPARATION

- [ ] Day 22-23: Create landing page
- [ ] Day 24-25: Set up payment processing
- [ ] Day 26-27: Prepare launch content
- [ ] Day 28-29: Final testing
- [ ] Day 30: LAUNCH! 🚀

$100	$1,000	$10,000
First Sale	First Month	Scale Point
Date: _____	Date: _____	Date: _____

Idea Parking Lot

Great ideas that didn't make the cut this time - save them for your next tool!

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Resource Library

ESSENTIAL TOOLS

- **Domain Registration:** Namecheap, Google Domains
- **Landing Pages:** Carrd, Webflow, Framer
- **Email Collection:** ConvertKit, Mailchimp
- **Analytics:** Google Analytics, Mixpanel
- **Payment Processing:** Stripe, Paddle

LEARNING RESOURCES

- **Communities:** _____
- **Podcasts:** _____
- **YouTube Channels:** _____
- **Books:** _____

MY SUPPORT NETWORK

Accountability Partner: _____

Technical Advisor: _____

First Beta Testers:

1. _____
2. _____
3. _____
4. _____
5. _____

Mistake Logger

Every mistake is a lesson. Document them to avoid repeating!

MISTAKE #1

What happened:

What I learned:

How I'll avoid this next time:

MISTAKE #2

What happened:

What I learned:

How I'll avoid this next time:

MISTAKE #3

What happened:

What I learned:

How I'll avoid this next time:

> 💡 PRO TIP
>
> The founders who succeed fastest are the ones who fail the most and learn from each failure. Embrace mistakes as data!

Week 1 Review

Week of: _____

PROGRESS CHECK

Tasks completed this week:

Tasks missed (and why):

METRICS

Hours worked: _____

Code written: _____ lines

Features completed: _____

Customer conversations: _____

Marketing actions: _____

Revenue generated: $_____

WINS & CHALLENGES

Biggest win this week:

Biggest challenge faced:

NEXT WEEK FOCUS

Top 3 priorities:

1. _____
2. _____
3. _____

One thing I'll do differently:

Energy level (1-10): 1 2 3 4 5 6 7 8 9 10

Deep Reflection Questions

1. What surprised me most about the idea validation process?

2. What limiting belief did I overcome during this module?

3. If I could only give one piece of advice to someone starting Module 1, what would it be?

4. What skill do I need to develop most before starting Module 2?

5. On a scale of 1-10, how confident am I in my chosen tool idea?

1 2 3 4 5 6 7 8 9 10

🎉 MODULE 1 COMPLETE!

You've laid the foundation for your MicroSaaS empire.

You've brainstormed ideas, validated concepts, and chosen your winner.

Ready for Module 2?

READY FOR NEXT MODULE CHECKLIST

- [ ] I've selected my tool idea with confidence
- [ ] I've completed initial market research
- [ ] I understand my target audience
- [ ] I have a clear competitive advantage
- [ ] I'm committed to the 30-day implementation plan