

# Step 3: Build Your Idea List

Your target: **20** validated ideas

If you're doing complex products like planners, 10 solid ideas is fine.

But here's the rule:

Research is DONE when the list is full.

Not when you "feel ready."

**When you have the ideas.**



WRITE THIS DOWN:

**"I don't trust motivation.  
I trust calendars."**

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Research ends when the list is full.  
Not when you feel like stopping.

# My Actual Monday:

I open Etsy and ProfitTree.

I type my base product types: "PNG," "tumbler wrap," "digital planner,"  
"printable checklist"

Sometimes I add a niche: "nurse PNG," "western tumbler wrap," "ADHD  
planner"

Then I just... look for green lights.

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Twenty ideas that fit the criteria.

That's it. That's Monday.



If you had a clear checklist for what makes a "green light" product...

And you ONLY designed products that passed that checklist...

Do you think your hit rate would go up?

→ Type "**GREEN LIGHT**" in the chat if this is clicking.

Speaking of knowing what's working...

There's a **60-SECOND DIAGNOSTIC** I use  
to figure out exactly why a design isn't selling.

Traffic problem? SEO issue? Pricing? The design itself?

You can pinpoint it in about a minute.

But that's a whole separate training...

Let me show you Wednesday.

# WEDNESDAY: CREATE DAY

One Niche. One Hour. Heavy Volume.



TIME

1 hour



GOAL

10-15 finished designs



MODE

Creative, execution-only

# Wednesday is where most people burn out.

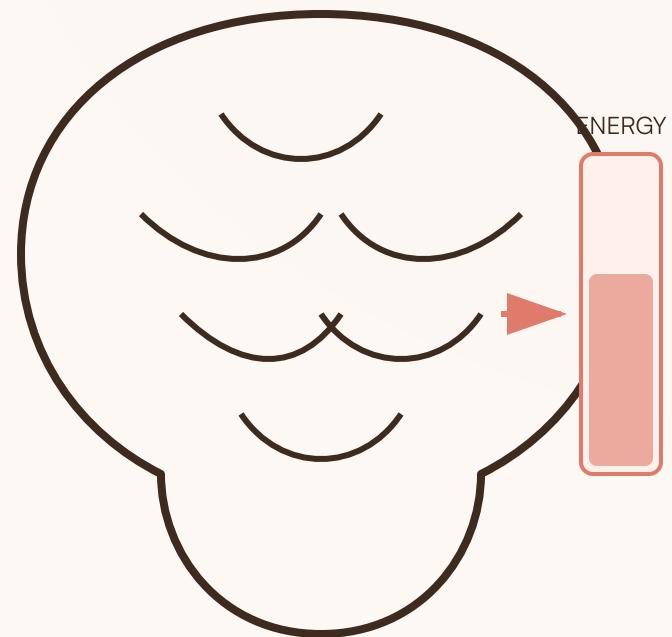
They try to design for five different niches in one sitting.

Nurse PNGs, then teacher stuff, then cowgirl aesthetic, then ADHD planners...

Every time you switch niches, you pay a "brain tax."

New keywords. New style references. New buyer language.

That tax adds up fast.



## The Fix:

Pick **ONE** niche from Monday's list.

Spend the entire hour there.

If you found 20 nurse PNG ideas on Monday...

*Wednesday is nurse PNG day.*

❗ You don't leave the niche until the hour is done.