THE PRODUCT RESEARCH WORKBOOK

Find What Sells

Use free tools and real buyer words to pick a digital product people already want, test it cheaply and commit with evidence, in 14 focused days



Demand Score method · idea bank · 100 AI prompts · $0 toolkit

INSIDE THIS BOOK

Contents

Glance	The Whole Plan on One Page
Start	How This Workbook Works
Intro	The Planner Nobody Wanted
Part 1	Why Good Ideas Don't Sell
Part 2	Your 4 Tools
Phase 1	Listen · Days 1–3
Phase 2	Measure · Days 4–7
Phase 3	Test · Days 8–11
Phase 4	Decide · Days 12–14
Signals	The Free Signal Map
Score	The Demand Score (25 points)
Data	Marketplace Snapshot, Nov 2026
Ideas	Idea Bank: 30 Evidence-Led Ideas
Ethics	Research Ethics
Prompts	Power Prompt Formula + 100 AI Prompts
Free Tools	Your $0 Toolkit
ChatGPT	Pro Prompts for Free ChatGPT
Learn Free	Free Courses + Channels
Success Kit	10 Tips, If–Then Plans
Planning	Research Calendar, Finish Line
Tracker	Your 14-Day Schedule
Worksheets	Problem Cards, Score Sheet

Most products fail before launch, at the idea stage, because nobody checked. You need **real buyer words, three free demand signals and one small test.** This workbook turns that into a 14-day routine.

THE CHALLENGE AT A GLANCE

Listen. Measure. Test. Decide.

PHASE 1 · LISTEN
Days 1–3

- Collect buyer questions
- Mine reviews + forums
- Write problem cards

PHASE 2 · MEASURE
Days 4–7

- Marketplace search
- Google + Pinterest Trends
- Price proof

PHASE 3 · TEST
Days 8–11

- Free sample or preview
- Pre-interest post
- Read the signals

PHASE 4 · DECIDE
Days 12–14

- Demand Score
- Pick one idea
- Build plan

The only rule: collect evidence before you build, and let buyers' words, not your hopes, choose the product.

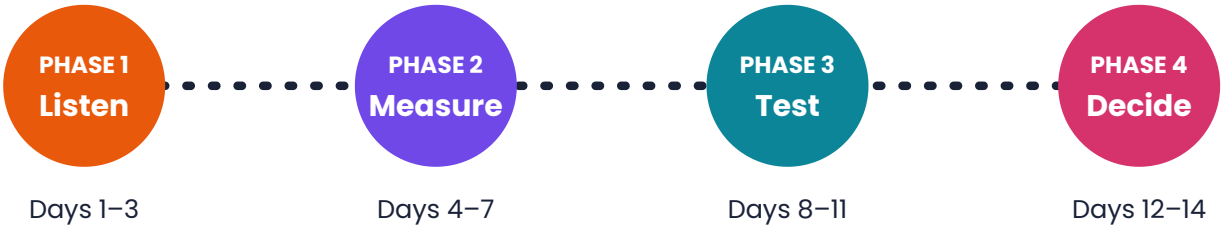
Respect people and platforms. Read public posts, don't scrape private data, and follow each community's rules when you ask questions. See *Research Ethics*.

Printing this book? Print it all, or just the Demand Score, Signal Map, Idea Bank, Prompt Library, Free Tools, Planning Pages, Tracker and Worksheets. The *Print Edition* uses less ink; the *Phone Edition* reads without zooming.

How This Workbook Works

Most digital products don't fail at launch. They fail weeks earlier, when someone builds a product they love without checking whether anyone is searching for it, asking about it or paying for something like it.

This workbook gives you a **free, repeatable research routine** built on three kinds of evidence: the words real buyers use, free demand tools (marketplace search, Google Trends and Pinterest Trends), and price proof from products that already sell. It includes our own **count of a marketplace's best sellers (November 2026)**, a **25-point Demand Score** to compare ideas fairly, and **30 evidence-led product ideas** to start from.



Your 14-day path: listen for real problems, measure demand, test with a small offer, then decide.

Three promises

1. **Evidence over excitement.** Every idea gets scored the same way.
2. **Free tools only.** No paid keyword software needed.
3. **Small tests first.** You learn before you spend weeks building.

INTRODUCTION

The Planner Nobody Wanted

This story is a composite. Names and details are invented, but the pattern is common.

Nadia spent six weeks designing a beautiful all-in-one life planner. It launched to almost no views. When she finally read buyer questions in forums and reviews, she saw that people weren't asking for "a life planner". They were asking how to track irregular freelance income, how to plan content for one week at a time, and how to stop forgetting invoices.

She scored three narrow ideas with the same simple sheet. The freelance cash-flow tracker won on every line: clear pain, steady search interest, and similar products already selling at $10–$20. She posted a free 2-page sample first. Forty people downloaded it in a week, and several asked for the full version.

The full tracker took her four days to build. "I didn't need a better idea," she said. "I needed a better way to choose."

The numbers behind this book

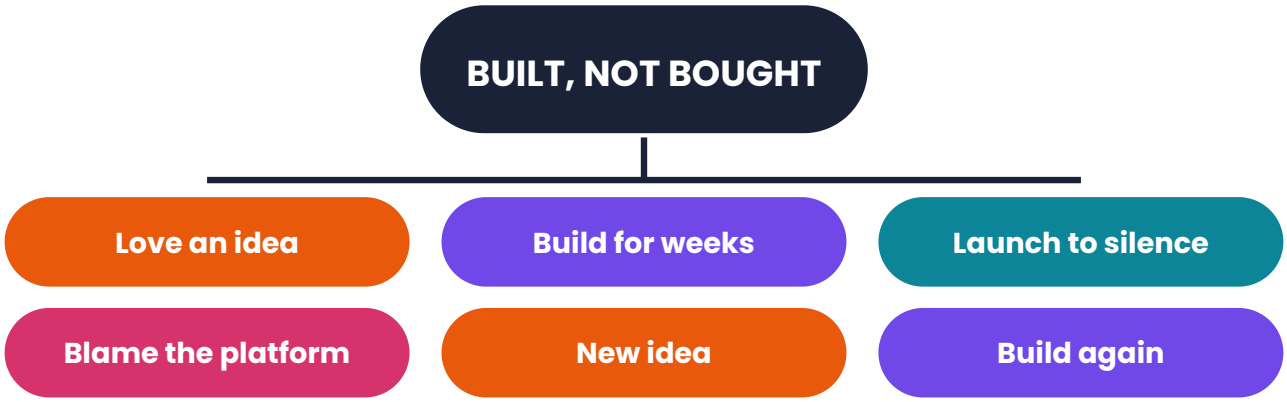
3	25	30
kinds of evidence every idea must show	points in the Demand Score	evidence-led ideas to start from

You don't need paid tools. You need **real buyer words, three free demand signals and one small test.**

PART 1

Why Good Ideas Don't Sell

An idea can be clever and still have no buyers. The fix isn't more creativity; it's a checking routine.



The build-first loop. Evidence before effort breaks it.

The 8 research mistakes

1. **Asking friends.** They're kind, not buyers.
2. **Searching only your own words.** Buyers use different words; find theirs.
3. **Treating trends as volume.** Trend tools show relative interest, not how many people search.
4. **Ignoring price proof.** If nobody sells anything similar, check why before you celebrate.
5. **Going too broad.** "Productivity" is a topic; "weekly content planner for solo bakers" is a product.
6. **One signal only.** Look for agreement between at least three sources.
7. **No small test.** A free sample tells you more than a month of thinking.
8. **Never deciding.** Score, pick one, build. Research can become procrastination.

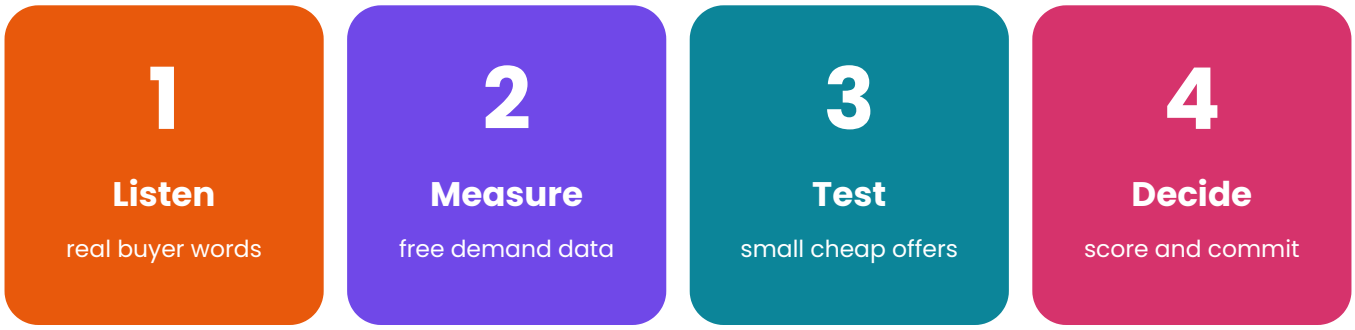
The one rule: Words, Signals, Proof

Build only when you have buyer **Words** (people describe the problem), demand **Signals** (search and trends agree), and price **Proof** (similar products sell).

> "Buyers say **[their words]**. Signals: **[3 sources]**. Price proof: **[similar products and prices]**. My angle: **[difference]**."

PART 2

Your 4 Tools



1. Listen: real buyer words

Collect questions and complaints from reviews, forums and comments. Their words become your title, tags and promise.

2. Measure: free demand data

Check marketplace search suggestions, Google Trends and Pinterest Trends, and note what similar products cost.

3. Test: small cheap offers

Share a free sample or preview and watch what people do, not what they say.

4. Decide: score and commit

Score each idea out of 25, pick the winner, and plan a build you can finish.

PHASE 1

Listen

Days 1–3

In this phase you collect the words real buyers use to describe their problems.

DAY 1

Pick Three Spaces

TODAY Choose three places your buyers talk: a marketplace's reviews, a forum or subreddit, and video comments. Note each one's rules.

☐ Done Date: _____

DAY 2

Collect 30 Buyer Sentences

TODAY Copy 30 short sentences where people describe a problem or ask for help. Remove names. Keep their exact words.

> **PROMPT** *Paste them into prompt 1 to group them.*

☐ Done Date: _____

DAY 3

Write Problem Cards

TODAY Turn the top 5 groups into Problem Cards on Worksheet 1: who, problem, their words, what they've tried.

CELEBRATE you speak your buyers' language.



Phase 1 complete!
Color me in.

☐ Done Date: _____

The Prompt Library

Copy a prompt, replace the [brackets], paste it into any AI chat. Never paste people's names or private details. Check every fact with the source.

The 5-part power prompt

1. **Role:** "Act as a product researcher for digital products."
2. **Context:** your buyer, skill, platform and price range.
3. **Task:** what you want, with a number.
4. **Format:** table, scores, bullet list.
5. **Standard:** "Use only the evidence I paste. Mark guesses as guesses."

6 power moves

- **Feed it evidence,** not just your idea.
- **Ask for the counter-case:** "Why might this fail?"
- **Ask for buyer words,** not marketing words.
- **Score in a table** with reasons per line.
- **Ask for a narrower version** of every broad idea.
- **Save your winners** as your research routine.

A. Listening (1–10)

1. Group these 30 buyer sentences into problems and count each group: [paste].
2. Rewrite each problem in the buyer's own words, not mine: [groups].
3. Which of these problems are urgent, recurring and costly? [list]
4. List 15 questions [buyer] asks before buying a [product type].
5. Turn these 3-star reviews into a list of missing features: [paste].
6. Suggest 10 places where [buyer] talks online; mark which allow questions.
7. Write 5 polite, rule-friendly questions I could ask in [community].
8. Turn this comment thread into problem cards: [paste, names removed].
9. Find the emotional words in these sentences: [paste].
10. Summarize what buyers have already tried and why it failed: [paste].

86. What digital product would help people who bought [product]?
87. Suggest ideas that fit a $5, $10 and $20 price.
88. Turn one chapter of my product into a separate product.
89. Suggest a bundle from my existing products.
90. Which of my ideas could become a monthly update product?

J. Reviewing (91–100)

91. Review my research notes and list what's missing.
92. Find weak evidence in my reasoning.
93. Rank my ideas again with new data: [data].
94. Write a one-page research summary.
95. What should I stop researching and start building?
96. Turn my mistakes into rules for next time.
97. Plan next month's research in 4 weekly tasks.
98. Suggest 3 experiments for my next product.
99. Act as my product coach: ask 5 questions, then give my next priority.
100. Write my "what I learned" note for future me.

Free Tools for Product Research

Everything here is free to start. Checked November 2026.

Your $0 toolkit

Job	Free option	Good to know
Trend checks	Google Trends	Relative interest; Gemini panel suggests terms to compare
Visual and seasonal trends	Pinterest Trends	Needs a Pinterest account for most features
Buyer words	Reviews, forums, video comments	Follow each place's rules

Worksheets, Disclaimer and License

Worksheet 1: Problem cards

Buyer	Problem	Their exact words	What they've tried

Worksheet 2: Score sheet

Idea	Pain	Words	Signals	Price	Edge	Total

Disclaimer

Education only. No sales or income are promised. The Introduction story and worked example are illustrations. Tool features and marketplace data were checked in November 2026 and change often. Independent; not affiliated with or endorsed by any company mentioned.

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