

Example of Results:

⚠ THE FORBIDDEN IDEA GENERATOR

The initial situation is interesting: **a beginner wants to make his first \$100 from a digital product, but doesn't know what product to create.**

We're going to turn the problem around.

Instead of asking **"What digital product should I create?"** , some of the ideas below ask:

"What if it is confusion itself that we are selling?"

1. THE DIGITAL PRODUCT THAT TELLS YOU NOT TO MAKE A DIGITAL PRODUCT

1. FORBIDDEN IDEA

The Anti-Product Product

A PDF/Canva kit that helps someone discover that **they don't actually need to create a specific digital product** .

2. THE RULE IT BREAKS

Rule: *"If we sell digital products, we have to encourage people to create products."*

3. WHY IT SOUNDS CRAZY

You are selling something that says in part:

"Don't make the wrong product."

It's as if you're selling inactivity.

4. THE ACTUAL LOGIC

The problem with beginners is not a lack of ideas, but rather **too many possibilities without validation** .

This product is a kind of decision system:

skill → audience → problem → format → validation.

5. HOW IT WORKS

Create a Canva PDF containing:

- 50 diagnostic questions
- decision tree
- "don't make this product if..."
- product-market-fit checklist
- 20 examples of transforming skills into products

6. WHO WOULD WANT IT

Newbies who have watched many “how to make money online” videos but still haven’t started.

7. HOW IT MAKES MONEY

PDF \$7–\$12.

Target:

15 sales × \$7 = \$105.

8. FIRST EXPERIMENT

Create a 10-page version in 1 day. Post 5 free diagnostic samples on social media.

CTA:

“Want me to diagnose your digital product idea?”

9. FORBIDDEN SCORE

8/10

10. REALITY SCORE

9/10

2. THE “BAD IDEA” MARKETPLACE

1. FORBIDDEN IDEA

100 Terrible Digital Products People Might Actually Buy

Not selling great ideas—but a **catalog of digital product ideas that sound stupid but have commercial reasons.**

2. THE RULE IT BREAKS

Business ideas usually have to look professional and promising.

Here it is:

“This seems like a bad idea. Let's see why it might work.”

3. WHY IT SOUNDS CRAZY

Beginners buy books to get good ideas.

You are selling a **bad idea that is seriously analyzed.**

4. THE ACTUAL LOGIC

Contrast creates curiosity.

“100 digital product ideas” = usual.

“100 digital products that sound stupid but could sell” = jauh lebih clickable.

5. HOW IT WORKS

Every idea has:

- target customer
- problem
- product format
- price
- reason people might buy
- difficulty

6. WHO WOULD WANT IT

Creator, freelancer, student, side hustler, and digital business beginner.

7. HOW IT MAKES MONEY

PDF \$5–\$10.

Kemudian upsell:

“100 More Weird Products.”

8. FIRST EXPERIMENT

Create your first 20 ideas and post the 5 weirdest ones.

Measurements:

- saves
- comments
- shares
- DM
- clicks

9. FORBIDDEN SCORE

9/10

10. REALITY SCORE

8/10

3. STEAL A PRODUCT—LEGALLY

1. FORBIDDEN IDEA

The Product Mutation Kit

Not looking for new ideas.

You take a **product that has already proven to be in demand** , then modify it for a different niche.

2. THE RULE IT BREAKS

Assumption:

"The product must be 100% original."

While innovation often takes the form of **a combination or adaptation** .

3. WHY IT SOUNDS CRAZY

"Copying someone else's product" sounds bad.

However, the mechanism is not copy-paste copyrighted content or designs.

4. THE ACTUAL LOGIC

What is studied is **the product structure** , then it is remade for different problems and audiences.

Example:

Meal planner → Study planner → Content planner → Cleaning planner

5. HOW IT WORKS

Create a Canva workbook:

Existing Product → Audience → New Problem → New Format → New Product

Add 100 transformation prompts for ChatGPT.

6. WHO WOULD WANT IT

The beginner who said:

"I know how to use Canva, but I don't know what to create."

7. HOW IT MAKES MONEY

\$9–\$15 per kit.

8. FIRST EXPERIMENT

Create 10 "product mutations" for one niche.

Posting:

"I turned one boring product into 10 different digital products."

9. FORBIDDEN SCORE

9/10

10. REALITY SCORE

10/10

4. SELL THE CUSTOMER'S PROCRASTINATION

1. FORBIDDEN IDEA

The Procrastination Product Factory

A digital product created specifically for people who **have always wanted to create a product but never finished.**

2. THE RULE IT BREAKS

We usually sell *productivity* .

Here we sell solutions for:

“I know what to do, but I still don't do it.”

3. WHY IT SOUNDS CRAZY

Procrastination is considered a character issue, not a market one.

4. THE ACTUAL LOGIC

Many people don't need more information.

They need **friction reduction** .

5. HOW IT WORKS

Canva workbook:

- 30-minute product challenge
- one-page product builder
- “ugly first version” template
- launch checklist
- daily micro-task cards

ChatGPT becomes the co-pilot.

6. WHO WOULD WANT IT

Beginners who have purchased many courses but have not yet created their first product.

7. HOW IT MAKES MONEY

\$7 starter kit.

8. FIRST EXPERIMENT

Create:

“Make Your First Digital Product in 60 Minutes.”

Give 10 free coffees to your target audience and see if they finish them.

9. FORBIDDEN SCORE

7/10

10. REALITY SCORE

9/10

5. THE DIGITAL PRODUCT THAT IS ALMOST EMPTY

1. FORBIDDEN IDEA

The 1-Page Digital Product

Selling digital products that are **intentionally very small** .

Not a 100 page ebook.

Just one page solves one problem.

2. THE RULE IT BREAKS

Assumption:

“The more pages, the higher the value.”

3. WHY IT SOUNDS CRAZY

\$5 for a page feels like too much.

4. THE ACTUAL LOGIC

Customers do not purchase the number of pages.

They buy **the results** .

Example:

“One-page content idea generator for real estate agents.”

5. HOW IT WORKS

Each product solves **one micro-problem** .

Example:

- 50 caption hooks
- one-page budget calculator
- one-page interview cheat sheet
- one-page content planner

6. WHO WOULD WANT IT

People who need a quick solution.

7. HOW IT MAKES MONEY

\$2–\$5 per product.

Then:

10 products = \$15 bundle.

8. FIRST EXPERIMENT

Create 3 products per page for one niche.

Upload and see which ones get attention.

9. FORBIDDEN SCORE

8/10

10. REALITY SCORE

10/10

6. THE DIGITAL PRODUCT IDEA GRAVEYARD

1. FORBIDDEN IDEA

The Dead Product Museum

A **failed** digital product catalog , then dissecting the causes.

2. THE RULE IT BREAKS

People usually just show:

“My product made \$10,000!”

You show:

“This product made \$0. Here's why.”

3. WHY IT SOUNDS CRAZY

Failure is usually hidden.

You even make it a product.

4. THE ACTUAL LOGIC

Failure analysis has educational value.

Beginners actually want to know:

“What mistakes should I avoid?”

5. HOW IT WORKS

Each case:

- product
- target market
- positioning
- price
- distribution
- suspected failure

- lesson

You can use hypothetical examples or case studies for which data is available.

6. WHO WOULD WANT IT

Beginners who are afraid of wasting time creating products that don't sell.

7. HOW IT MAKES MONEY

\$9 report + newsletter/email funnel.

8. FIRST EXPERIMENT

Create 5 short case studies and publish them for free.

Measure the response.

9. FORBIDDEN SCORE

9/10

10. REALITY SCORE

7/10

7. THE PRODUCT IDEA RANDOMIZER

1. FORBIDDEN IDEA

Digital Product Roulette

You did not select a product.

The machine that chooses products for you.

2. THE RULE IT BREAKS

Business ideas usually start from:

“What do I like?”

Here it starts from controlled randomness.

3. WHY IT SOUNDS CRAZY

Business should be strategic.

Roulette sounds like gambling.

4. THE ACTUAL LOGIC

Randomness is only used to **generate combinations** , not to determine the final decision.

For example:

Skill: Canva

Audience: Teachers

Problem: Time

Format: Template

→ **Teacher Time-Saving Template Pack**

5. HOW IT WORKS

Create a Canva/Notion-style generator with:

- 30 audiences
- 30 problems
- 30 skills
- 20 formats

That results in thousands of combinations.

6. WHO WOULD WANT IT

Beginners who experience idea paralysis.

7. HOW IT MAKES MONEY

\$5–\$10 for generator + prompt pack.

8. FIRST EXPERIMENT

Create a simple version using PDF:

Roll 4 numbers → generate product idea.

9. FORBIDDEN SCORE

8/10

10. REALITY SCORE

9/10

8. SELL PRODUCTS PEOPLE ARE ASHAMED TO ASK FOR

1. FORBIDDEN IDEA

The Embarrassing Problem Store

A digital product store for problems people **are too embarrassed to seek help for publicly** —but still safe and non-medical.

Example:

- how to say “no”
- script asks for freelance price increase
- debt collection template
- cancel appointment template
- script for dealing with difficult customers

- checklist for dealing with awkward social situations

2. THE RULE IT BREAKS

Digital products usually solve big problems.

Here:

small problem + embarrassing + very specific.

3. WHY IT SOUNDS CRAZY

“Who wants to buy a template for embarrassing situations?”

4. THE ACTUAL LOGIC

Precisely because people are embarrassed to ask, they may appreciate solutions that are **immediately usable** .

5. HOW IT WORKS

Product in the form of:

- scripts
- templates
- decision trees
- checklists

6. WHO WOULD WANT IT

Freelancers, office workers, creators, students, and small business owners.

7. HOW IT MAKES MONEY

\$3–\$7 per micro-product.

8. FIRST EXPERIMENT

Make 10 products:

“10 Scripts for Awkward Situations.”

9. FORBIDDEN SCORE

9/10

10. REALITY SCORE

9/10

9. THE “MAKE NOTHING” PRODUCT

1. FORBIDDEN IDEA

The Digital Product Escape Plan

A product that teaches beginners **when to stop looking for digital product ideas**.

2. THE RULE IT BREAKS

The online industry often says:

“You need a product.”

This product asks:

“Do you actually?”

3. WHY IT SOUNDS CRAZY

You are selling something that might cause customers **not to make the product**.

4. THE ACTUAL LOGIC

Not everyone is cut out to be a product creator.

Some are better suited to be:

- service provider
- affiliate
- freelancer
- content creator

Helping them choose the right path has value.

5. HOW IT WORKS

Decision system:

Resources → Skills → Time → Personality → Market → Recommended monetization model

6. WHO WOULD WANT IT

Beginners who are confused about whether to create a product, service, content, or affiliate business.

7. HOW IT MAKES MONEY

\$9 diagnostic workbook.

8. FIRST EXPERIMENT

Create a 15-question quiz using Canva + ChatGPT.

9. FORBIDDEN SCORE

8/10

10. REALITY SCORE

9/10

10. THE DIGITAL PRODUCT THAT CREATES OTHER DIGITAL PRODUCTS

1. FORBIDDEN IDEA

The Productception Kit

You don't sell one product.

You sell **the machine to produce the next digital product**.

2. THE RULE IT BREAKS

Normally:

Create → Sell → Repeat.

Here:

Create a system → system creates products → sell products.

3. WHY IT SOUNDS CRAZY

Beginners don't even know their first product yet.

Now they are offered a product manufacturing machine.

4. THE ACTUAL LOGIC

ChatGPT + Canva is enough to create a semi-systematic pipeline.

Example:

Niche → Problem → Product type → Outline → Copy → Canva structure → Listing

5. HOW IT WORKS

Bundle contains:

- master prompts
- niche generator
- problem generator
- product generator
- Canva layout instructions
- product description prompts
- launch checklist
- validation framework

6. WHO WOULD WANT IT

Beginners who want to create lots of micro-products.

7. HOW IT MAKES MONEY

Starter kit: **\$9–\$15**

Pro version: **\$29–\$49**

8. FIRST EXPERIMENT

Create a **“10-Minute Product Generator”** version .

Provide a prompt + template that produces one complete product from one niche.

9. FORBIDDEN SCORE

10/10

10. REALITY SCORE

10/10



PEMENANG: THE MOST FORBIDDEN IDEA

PRODUCTCEPTION KIT

This is the most powerful because it turns the fundamental question on its head.

Beginner asks:

“What product should I make?”

Productception replied:

“Why not create a system that helps you find and create your next product?”

What makes it interesting is not just the AI.

What is being sold is **the reduction of confusion** .

MINI BUSINESS BLUEPRINT

NAME:

Productception — The Digital Product Factory

ONE-LINE CONCEPT:

A ChatGPT + Canva system that turns one skill or interest into multiple validated micro-digital-product ideas and ready-to-build product structures.

PROBLEM:

Newbies have ChatGPT and Canva, but don't know:

- what to make
- For who
- What problem is solved?
- how much is the price

- how to turn ideas into real products

SOLUTION:

Give them a **product-generation workflow** .

Input:

"I can Canva and I like cats."

Output:

Audience → Problem → Product → Format → Price → MVP → Marketing angle

It's not just about generating 100 ideas.

The system should **force ideas to be specific and testable**.

TARGET CUSTOMER:

- digital product beginner
- beginner creator
- freelancer
- student
- side hustler
- people who already have ChatGPT + Canva but haven't made any money yet

WHY PEOPLE WOULD PAY:

Because they're not actually buying a PDF.

They bought:

"A shortcut from I-have-no-idea to I-have-something-I-can-sell."

SIMPLE MVP:

Create a Canva PDF of around **25–40 pages** containing:

1. Niche Finder
2. Problem Finder
3. Product Mutation Generator
4. Product Format Generator
5. Pricing Generator
6. Validation Test
7. ChatGPT prompts
8. Canva build instructions
9. 7-Day Launch System

Target starting price of **\$9** .

You only need about **12 sales to cross \$100 in revenue** before fees/platform.

PRICING MODEL:

Starter — \$9

Productception basic system.

Creator — \$19

Basic + 100 product mutations + niche database.

Factory — \$39

Full system + advanced prompts + commercial-use templates.

For your first experiment, **sell only the \$9 version** . Don't build three tiers until there's evidence of demand.

FIRST CUSTOMER STRATEGY:

Don't start with:

“Buy my digital product.”

Start with content that demonstrates transformation.

For example:

“Give me ANY skill. I'll turn it into 10 digital products.”

Example:

Skill: Canva

→ Teacher worksheet generator

→ Wedding planner

→ Small-business menu kit

→ Social-media template pack

→ Printable habit tracker

So:

“Want the system I used? \$9.”

This makes the product have a **demonstrable mechanism** , not just a “1000 prompts” claim.



7-DAY LAUNCH PLAN

Day Focus	Output
1 Determine a niche	Digital product startup
2 Create a framework	Productception workflow
3 Create 25–40 pages	MVP PDF

Day Focus	Output
4 Create 5 examples of results	Demonstration products
5 Create content	5–10 short-form posts
6 Soft launch	Price \$9
7 Evaluation	Click → DM → purchase → feedback

Important rule: don't spend 7 days perfecting a design.

If no one has shown interest yet, a prettier design won't solve the problem.

BIGGEST RISK

The product itself is becoming too generic.

The market is already flooded:

“1000 ChatGPT prompts.”

If Productception were just a collection of prompts, it would look like a regular AI product.

HOW TO REDUCE THE RISK

Don't sell **prompts** .

Sell **mechanism** .

Differentiate:

Regular products:

“100 prompts for digital products.”

vs.

Productception:

Skill → Audience → Problem → Product → Validation → MVP → Launch

In other words, ChatGPT is just **the engine behind the scenes** .

The product is actually a **decision-making system** .

And that's precisely where the opportunity lies: people don't lack AI. They lack **direction on what to do with it** .

“The idea you were taught not to consider was probably the one worth testing.”