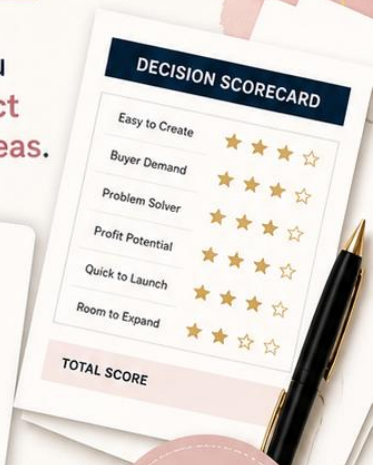




FIRST PRODUCT DECISION SHEET

Worksheet

A Simple Decision Tool to Help You
Choose Your **First Printable Product**
Without Getting Stuck in **Too Many Ideas**.



One Idea. One Focus. Your First Product.



STOP OVERTHINKING
Focus on what
will get you results



COMPARE SMARTER
Use clear criteria
to make the best call



CHOOSE FASTER
Pick one product
and move forward



LAUNCH SOONER
A finished product
beats a perfect idea

BEFORE YOU START

One of the fastest ways to stay stuck in printable business mode is this:

you keep collecting ideas but never choose one.

Bookmarks. Pinterest saves. Etsy screenshots. Notes app lists.

Ten “great ideas” and zero finished products.

This worksheet fixes that.

The goal here is not to find the perfect printable.

The goal is to choose the smartest first printable product that is:

- realistic to make,
- useful to buyers,
- easy to explain,
- and simple enough to get listed quickly.

Done beats overthought.

Let’s narrow this down.

QUICK PRODUCT IDEA BRAIN DUMP

Write down the first 5 printable product ideas that come to mind for your chosen niche.

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

Do not overthink this section.

Just get the ideas out of your head.

THE SMART FIRST PRODUCT FILTER

Now we pressure-test each idea.

Score each one from **1 (weak)** to **5 (strong)**.

PRODUCT IDEA #1 _____

Easy for me to create right now _____

Easy for buyer to understand instantly _____

Clearly solves a problem or provides value _____

Something people would realistically search for _____

Can be completed without weeks of work _____

Has room for future matching products _____

TOTAL _____ / 30

PRODUCT IDEA #2 _____

Easy for me to create right now _____

Easy for buyer to understand instantly _____

Clearly solves a problem or provides value _____

Something people would realistically search for _____

Can be completed without weeks of work _____

Has room for future matching products _____

TOTAL _____ / 30

PRODUCT IDEA #3 _____

Easy for me to create right now _____

Easy for buyer to understand instantly _____

Clearly solves a problem or provides value _____

Something people would realistically search for _____

Can be completed without weeks of work _____

Has room for future matching products _____

TOTAL _____ / 30

PRODUCT IDEA #4 _____

Easy for me to create right now _____

Easy for buyer to understand instantly _____

Clearly solves a problem or provides value _____

Something people would realistically search for _____

Can be completed without weeks of work _____

Has room for future matching products _____

TOTAL _____ / 30

PRODUCT IDEA #5 _____

Easy for me to create right now _____

Easy for buyer to understand instantly _____

Clearly solves a problem or provides value _____

Something people would realistically search for _____

Can be completed without weeks of work _____

Has room for future matching products _____

TOTAL _____ / 30

BUYER REALITY CHECK

Now ask the uncomfortable questions.

Because some ideas sound fun...

but buyers do not care.

Put a check beside every statement that is TRUE for each top product contender.

- ☐ I can explain this product in one sentence.
- ☐ A buyer would know what it is within 3 seconds.
- ☐ This product feels useful, fun, or desirable enough to purchase.
- ☐ I can imagine at least 10 listing keywords buyers may type.
- ☐ I can see similar products already selling online.
- ☐ This product is not too broad or confusing.
- ☐ This product does not require advanced design skills to launch version one.

CUT THE IDEA OVERLOAD

Look at your scores.

Circle the TWO strongest product ideas only.

TOP PRODUCT OPTION #1

TOP PRODUCT OPTION #2

Everything else is noise right now.

You do not need five products.

You need one finished product.

FINAL WINNER DECISION

Answer these honestly.

Which product can I finish the fastest?

Which product feels easiest to list and explain?

Which product feels most useful or attractive to buyers?

Which product has the best chance of becoming a small product line later?

MY FIRST PRINTABLE PRODUCT WINNER IS:

Why this product won:

MY 72-HOUR EXECUTION PLAN

Now we move from deciding to doing.

Within the next 72 hours I will:

- ☐ outline the pages/components of this product
- ☐ research 3 competing listings
- ☐ gather design inspiration
- ☐ create version one without perfectionism
- ☐ write a rough product title
- ☐ write rough listing keywords
- ☐ commit to getting this product listed

FINAL REMINDER

Your first printable product is not supposed to carry your entire business.

Its job is to get you moving.

Clarity comes faster after one finished listing than after 30 more hours of “thinking.”

Choose one. Build it. Learn from it.