

PRINTABLE PRODUCT IDEA QUICK-VALIDATION SCORECARD

**Run a practical evidence check before committing
serious time to your next printable product.**

COLOR ME CRAZY CLUB

Welcome

You've generated ideas, identified potential audiences, and explored how your strongest concept could expand. Now we need to change the question.

What could I create? → Is there enough evidence here to justify moving forward?

A product can sound interesting and still be a poor use of your time. This scorecard helps you examine ten practical signals before making a larger production commitment.

What This Scorecard Can - and Cannot - Tell You

This resource does **not** predict sales. A score of 28 does not mean your product will succeed, and a score of 12 does not permanently prove an idea is bad.

The score helps you identify what you already know, what evidence you've found, where the idea appears strong, where assumptions are weak, and what still needs investigation.

Think of it as a decision filter, not a fortune teller.

The 30-Point System

You'll evaluate your product across ten factors. Each factor receives a score from **0 to 3**.

0 - No Evidence / Major Concern

You cannot currently support the assumption, or you've discovered a substantial problem.

1 - Weak

There is a small amount of support, but important uncertainty remains.

2 - Reasonable

You've found enough support to consider the factor encouraging.

3 - Strong

You've found clear evidence or have a strong, specific answer.

10 factors × 3 points = 30 points maximum

Don't inflate your scores because you like the idea. The purpose is to expose uncertainty before uncertainty becomes expensive.

Before You Score Anything

Choose one product concept to evaluate. Use one of the strongest possibilities from your Printable Theme Expansion Worksheet.

Product Idea:

Primary Audience:

Main Need / Desire:

Primary Use Case:

What Makes This Version Different:

Factor #1: Audience Clarity

Question

Can you clearly identify who this product is primarily designed for?

Scoring Guide

0 - I cannot clearly identify the intended user.

1 - I have a broad audience, but I know little about why this particular product fits them.

2 - I can identify the audience and explain why they could reasonably use this product.

3 - I have a specific audience and can connect it to the product's content, design, features, or use case.

My Evidence

MY SCORE: 0 / 1 / 2 / 3

Factor #2: Need or Desire

Question

Is there a recognizable reason someone would want this product?

A printable may support entertainment, relaxation, creativity, learning, organization, convenience, celebration, hobbies, family activities, or productivity. It still needs a reason to be used.

Scoring Guide

0 - I cannot clearly explain why someone would want this.

1 - I can imagine a possible reason, but it's vague.

2 - The product supports a recognizable need, interest, activity, or desire.

3 - The reason is specific, easy to explain, and strongly connected to the intended audience.

My Evidence

MY SCORE: 0 / 1 / 2 / 3

Factor #3: Use-Case Clarity

Question

Can you explain when, where, or why someone would actually use this printable?

They would use this when _____ because _____.

Scoring Guide

0 - I can't picture a realistic use case.

1 - I have a general idea, but the situation is unclear.

2 - I can describe at least one realistic use case.

3 - I can describe specific use cases that directly influence how the product should be designed.

My Evidence

MY SCORE: 0 / 1 / 2 / 3

Factor #4: Search Evidence

Question

Can you find signs that people actively search for this type of product, topic, solution, activity, or closely related concept?

Consider

- Google autocomplete
- Related searches
- Marketplace search suggestions
- Pinterest or YouTube search suggestions
- Search trend or keyword tools
- Repeated questions people ask online

Scoring Guide

0 - I found little or no relevant search evidence.

1 - I found a few related searches, but the connection to my product is weak.

2 - I found multiple relevant searches or keyword variations that support the general concept.

3 - I found clear, repeated search behavior closely connected to the product and its intended use.

My Evidence

Searches / Keywords I Found

MY SCORE: 0 / 1 / 2 / 3

Factor #5: Marketplace Evidence

Question

Are comparable or related products being offered in places where this audience already shops?

Consider

- Listings are not proof of sales.
- Competition can still be evidence that a category is being served.

Scoring Guide

0 - I found little evidence that comparable products are being offered.

1 - I found a few loosely related products.

2 - I found multiple relevant products serving similar audiences or use cases.

3 - I found an established category with several clearly relevant offers and recognizable customer positioning.

My Evidence

Products / Categories I Found

MY SCORE: 0 / 1 / 2 / 3

Factor #6: Competitive Opportunity

Question

Can you see a reasonable place for your product without simply copying what already exists?

Consider

- What audiences are being served?
- Which formats and themes are common?
- What appears missing?
- Could usability, focus, simplicity, or instructions be improved?

Scoring Guide

0 - The category appears difficult to enter and I cannot identify a reasonable opportunity.

1 - I see competition but don't yet know where my product fits.

2 - I can identify at least one credible opportunity or underserved angle.

3 - I can clearly explain where my product fits and why that positioning is meaningfully different.

My Evidence

Opportunity I See

MY SCORE: 0 / 1 / 2 / 3

Factor #7: Meaningful Differentiation

Question

Can you explain why your version deserves to exist?

Consider

- Audience
- Theme
- Simplicity or complexity
- Format
- Usability
- Organization
- Visual style
- Use case
- Accessibility
- Convenience

Scoring Guide

0 - My concept is essentially interchangeable with existing alternatives.

1 - I have a few differences, but they are mostly cosmetic.

2 - My product has at least one meaningful difference relevant to the intended customer.

3 - I can clearly explain the distinctive angle and how that difference benefits the intended user.

My Evidence

Why It Matters to the Buyer

MY SCORE: 0 / 1 / 2 / 3

Factor #8: Creation Feasibility

Question

Can you realistically create this product well with your current skills, tools, time, and resources?

Consider

- Number of pages
- Research
- Illustration or writing requirements
- Software
- Testing
- Licensing
- Editing
- Quality control
- Production time

Scoring Guide

0 - I currently lack major resources, skills, rights, or capabilities required to produce it properly.

1 - I could potentially create it, but substantial obstacles exist.

2 - The product is realistic with manageable effort or learning.

3 - I already have most of the skills, tools, process, and resources needed to create it well.

My Evidence

Biggest Production Challenge

MY SCORE: 0 / 1 / 2 / 3

Factor #9: Expansion Potential

Question

Could this concept reasonably support related products, themes, versions, bundles, or companion resources?

Scoring Guide

0 - The concept is extremely narrow with little obvious room to grow.

1 - I can imagine one or two extensions, but they feel limited.

2 - Several meaningful extensions are possible.

3 - The concept naturally supports multiple distinct products, variations, bundles, or a product family.

My Evidence

Possible Extensions

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

MY SCORE: 0 / 1 / 2 / 3

Factor #10: Business Fit

Question

Does creating this product make sense for the business you're actually building?

Consider

- Intended customers
- Existing products
- Content
- Skills
- Brand
- Production workflow
- Sales channels
- Long-term direction

Scoring Guide

0 - The idea pulls me into a direction that doesn't make sense for my business.

1 - The connection exists, but it is weak.

2 - The product fits reasonably well with my audience, capabilities, or product direction.

3 - The product strongly supports the audience and business direction I'm intentionally building.

My Evidence

MY SCORE: 0 / 1 / 2 / 3

Add Your Score

Validation Factor	Score
1. Audience Clarity	___ / 3
2. Need or Desire	___ / 3
3. Use-Case Clarity	___ / 3
4. Search Evidence	___ / 3
5. Marketplace Evidence	___ / 3
6. Competitive Opportunity	___ / 3
7. Meaningful Differentiation	___ / 3
8. Creation Feasibility	___ / 3
9. Expansion Potential	___ / 3
10. Business Fit	___ / 3
TOTAL	_____ / 30

Don't interpret the number yet. There's one more check.

Stop & Investigate

A high numerical score does not cancel a serious warning sign.

Rights & Licensing

- Am I using copyrighted characters, brands, logos, or protected material?
- Do I understand licensing terms for fonts, graphics, templates, photographs, AI tools, or other assets?
- Do I have the rights needed for my intended commercial use?

Production

- Can I produce the product at an acceptable quality?
- Can I properly test the finished files?
- Does the project require skills or resources I don't currently have?

Customer Value

- Is my product genuinely different or am I mostly copying another seller?
- Does it provide enough usefulness, entertainment, convenience, or creative value to justify its existence?

Stop & Investigate - Continued

Business

- Does this project pull me away from the audience I'm trying to build?
- Is the production workload substantially larger than I assumed?
- Would creating this prevent me from completing stronger opportunities?

Evidence

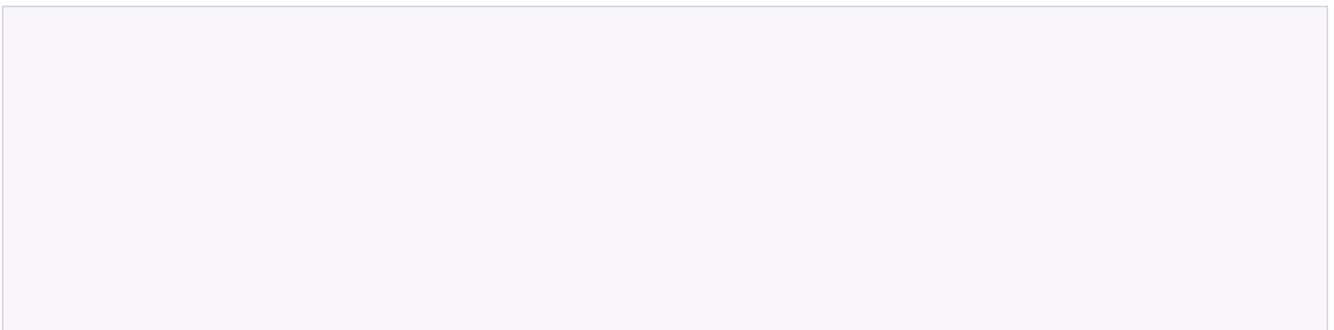
- Am I treating marketplace listings as proof of sales?
- Am I assuming search volume automatically equals buyer demand?
- Am I relying mostly on my own enthusiasm instead of outside evidence?

Serious red flags should be investigated before a high score pushes you forward.

My Red Flags

- Rights or licensing concern
- Copyright or trademark concern
- Asset-use uncertainty
- Production capability concern
- Product-quality concern
- Weak customer value
- Weak differentiation
- Poor business fit
- High production workload
- Weak external evidence
- Other concern

Explain Any Red Flag



24-30 Points - Proceed

Enough positive signals exist to justify continued work.

Your idea currently shows enough positive signals to justify moving forward into deeper validation or production planning. This does not mean the product will sell. It means continued investment appears reasonable based on what you know right now. Resolve serious red flags first.

17-23 Points - Research Further

There may be an opportunity, but important questions remain.

Don't throw the idea away. Identify the weakest factors and address the uncertainty. If Search Evidence scored 1, research search behavior. If Differentiation scored 1, improve the concept. If Audience Clarity scored 1, revisit the audience work. Make the next action solve a specific unknown.

0-16 Points - Reconsider

Too many weak signals currently exist for a substantial production commitment.

This doesn't necessarily mean never create the idea. It means don't invest heavily in this version yet. You may change the audience, narrow the idea, change the format, improve differentiation, simplify production, gather better evidence, or return to another product idea.

Don't Let the Total Hide the Details

Two ideas can both score 21/30 for completely different reasons. One may lose points mainly because expansion potential is limited. Another may lose points because customer interest is weak and differentiation is unclear.

The total gives you a quick signal. The individual scores tell you what to do next.

Pay particular attention to any factor scoring **0 or 1**. Those are your investigation targets.

Weak Factor #1

Factor:

Current Score:

What I Need to Learn or Fix:

My Next Research Action:

Weak Factor #2

Factor:
Current Score:
What I Need to Learn or Fix:
My Next Research Action:

Weak Factor #3

Factor:
Current Score:
What I Need to Learn or Fix:
My Next Research Action:

Validation Snapshot

Product:
Primary Audience:
Main Need / Desire:
Strongest Evidence I Found:
Biggest Unknown:
Total Score:
Red Flags:

My Current Decision

■ Proceed ■ Research Further ■ Reconsider

Why I Made This Decision

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If You Choose “Research Further”

Don't simply write “more research” on your to-do list. Make the next action specific.

Instead of: Research competition

Write: Review 20 comparable marketplace listings and record the audiences, formats, common features, and obvious similarities.

Instead of: Check keywords

Write: Collect 15 search phrases related to the product using marketplace suggestions and Google autocomplete.

Instead of: Figure out differentiation

Write: Compare my product against five relevant alternatives and identify three customer-relevant differences.

Specific research creates answers. Vague research creates another unfinished task.

One More Important Rule

Don't keep researching forever because you're afraid to choose.

Validation is supposed to reduce unnecessary risk. It cannot remove all uncertainty. Eventually, you'll have to make a decision with incomplete information.

The goal is not certainty. The goal is enough evidence to make a reasonable next decision.

What's Next?

What Should I Create Next? Decision Worksheet

You've now moved through four stages:

Find Ideas → Identify the Audience → Expand the Opportunity → Validate the Opportunity

Resource #5 won't generate more possibilities. It will help you compare the strongest opportunities that survived and choose **one next product**.

You'll compare validation strength, customer usefulness, production effort, time to completion, differentiation, business fit, expansion potential, and your ability to execute the product well.

What am I creating next?

One product. One decision. Then it's time to build.