

WHAT SHOULD I CREATE NEXT?

DECISION WORKSHEET

Compare your strongest printable product opportunities, choose one, and turn the decision into a clear next project.

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Welcome

You've done enough brainstorming. You've generated possibilities, identified audiences, explored product extensions, and looked for evidence.

Now comes the part that can be surprisingly difficult: **choosing**.

Creators often get stuck here because several ideas still look promising. Instead of committing to one, they continue researching, brainstorming, changing direction, or adding new possibilities.

You do not need another product idea. You need to choose what earns your attention next.

This final workbook is designed to help you make that choice.

What This Workbook Is Actually Deciding

We're not trying to identify the one perfect product you'll build forever.

What should I create next?

Choosing Product A doesn't mean Products B and C are bad. It doesn't mean you'll never create them. It simply means Product A receives your time and attention first.

Your goal is not to eliminate every other opportunity. Your goal is to establish a clear priority.

Bring Forward Your Finalists

Return to your **Printable Product Idea Quick-Validation Scorecard**. Bring forward up to three opportunities that survived validation.

If only one product survived, don't invent two weaker ideas simply to fill the worksheet. One strong candidate is enough.

Finalist #1

Product Concept:

Primary Audience:

Validation Score: _____ / 30

Validation Outcome: ☐ Proceed ☐ Research Further ☐ Reconsider

Strongest Evidence:

Biggest Concern:

Finalist #2

Product Concept:

Primary Audience:

Validation Score: _____ / 30

Validation Outcome: ☐ Proceed ☐ Research Further ☐ Reconsider

Strongest Evidence:

Biggest Concern:

Finalist #3

Product Concept:

Primary Audience:

Validation Score: _____ / 30

Validation Outcome: ☐ Proceed ☐ Research Further ☐ Reconsider

Strongest Evidence:

Biggest Concern:

The Final Decision Factors

Resource #4 asked whether an idea deserved continued investigation. This workbook asks something different:

Which surviving opportunity should receive my resources first?

We'll compare seven factors. Each receives a score from **1 to 5**.

1 - Customer Value

How useful, enjoyable, convenient, educational, entertaining, or otherwise desirable could the finished product be for its intended customer?

Scoring Guide

- 1 - Customer value is still difficult to explain.
- 2 - Some value exists, but it feels fairly weak or generic.
- 3 - The product provides a recognizable benefit.
- 4 - The benefit is clear and well matched to the intended audience.
- 5 - The product has a strong, specific reason for the intended customer to want or use it.

2 - Validation Strength

How strong was the evidence you gathered during Resource #4?

Scoring Guide

- 1 - The idea still depends heavily on assumptions.
- 2 - Some evidence exists, but important questions remain.
- 3 - The evidence is reasonably encouraging.
- 4 - Multiple useful signals support continued work.
- 5 - Strong supporting evidence exists with no major unresolved validation concern.

3 - Differentiation

Can you create a version with a meaningful reason to exist?

Scoring Guide

- 1 - The product would be difficult to distinguish from alternatives.
- 2 - Differences are mostly cosmetic or weak.
- 3 - At least one meaningful difference exists.
- 4 - The product has a clear angle relevant to the intended customer.
- 5 - The differentiation is clear, useful, and easy to explain.

4 - Execution Ability

Can you personally create this product to a standard you're comfortable selling?

Scoring Guide

- 1 - Major skills, tools, rights, or resources are missing.
- 2 - Significant production challenges remain.
- 3 - The product is achievable with manageable learning or effort.
- 4 - You already have most of what you need.
- 5 - The product strongly matches your current skills, tools, and production capabilities.

5 - Time to Completion

Can you finish a strong first version within a reasonable timeframe?

This does not mean: **Which product can I rush out fastest?** Speed matters only when quality remains acceptable.

Scoring Guide

- 1 - The product is currently too large, complicated, or uncertain to finish efficiently.
- 2 - The project requires a substantial production commitment.
- 3 - The timeline appears manageable.
- 4 - The product can be completed relatively efficiently.
- 5 - The product has a clear, controlled scope and can be completed efficiently without sacrificing quality.

6 - Business Fit

Does the product support the business you're intentionally building?

Scoring Guide

- 1 - The product would take the business in an unrelated direction.
- 2 - The connection is weak.
- 3 - The product fits reasonably well.
- 4 - It supports your current audience, products, content, or sales direction.
- 5 - It strongly reinforces the business and audience you're intentionally developing.

7 - Future Potential

Could this product reasonably lead somewhere useful after launch?

Future value might include:

- Related products
- Theme variations
- Companion products
- Bundles
- Product families
- Supporting content
- Audience growth
- Better understanding of a market

Scoring Guide

- 1 - The opportunity appears highly isolated.
- 2 - There are few meaningful next steps.
- 3 - Some reasonable extensions exist.
- 4 - Several useful extensions or related opportunities exist.
- 5 - The product could naturally become part of a larger, coherent product direction.

The 35-Point Priority Score

Score each finalist from 1-5 across the seven factors.

7 factors × 5 points = 35 points maximum

This score does not predict sales or tell you which product is objectively best. It gives you a structured way to compare where your time may be best invested next.

Side-by-Side Comparison

Decision Factor	Product A	Product B	Product C
Customer Value	___ / 5	___ / 5	___ / 5
Validation Strength	___ / 5	___ / 5	___ / 5
Differentiation	___ / 5	___ / 5	___ / 5
Execution Ability	___ / 5	___ / 5	___ / 5
Time to Completion	___ / 5	___ / 5	___ / 5
Business Fit	___ / 5	___ / 5	___ / 5
Future Potential	___ / 5	___ / 5	___ / 5
TOTAL	___ / 35	___ / 35	___ / 35

What Did the Comparison Reveal?

Highest-Scoring Product:

Score: _____ / 35

Second-Highest Product:

Score: _____ / 35

Third Product:

Score: _____ / 35

Which factor created the biggest difference between the products?

What surprised me about the scores?

Don't Automatically Pick the Highest Score

Numbers are useful. False precision isn't.

Product A - 30/35: Strong opportunity, but it requires six weeks of production and skills you're still developing.

Product B - 28/35: Slightly lower score, but you already have the skills and assets needed to complete it in a week.

If your current goal is to complete and publish a strong product quickly, Product B may be the smarter choice. If Product A represents a much stronger long-term opportunity and you have the resources to build it properly, Product A might deserve priority.

The scores help reveal the tradeoff. You still make the decision.

The Reality Check

Do I actually want to create this?

Can I realistically finish it?

Do I understand what “finished” looks like?

Do I have the tools, assets, skills, and rights required?

Is there an unresolved red flag from validation?

Am I choosing this because of evidence - or mostly because it sounds exciting?

Am I avoiding a stronger opportunity because it looks harder?

Is the scope realistic?

The Scope Test

A good opportunity can become a bad next project if you make it unnecessarily large.

Largest version: The Ultimate 200-Page Dinosaur Learning and Activity Mega Bundle.

Controlled first build: 25-Page Dinosaur Activity Pack for Ages 6-8.

The smaller product could still be complete, useful, polished, and sellable. It simply gives you a more controlled first build.

Choosing the opportunity doesn't mean you have to build its largest possible version first.

Scope Product A

Biggest version I could imagine:

Smallest complete version that would still provide real value:

Scope Product B

Biggest version I could imagine:

Smallest complete version that would still provide real value:

Scope Product C

Biggest version I could imagine:

Smallest complete version that would still provide real value:

Finalist A

Product:

Why I Should Choose It:

Why I Shouldn't Choose It:

Strongest Evidence Supporting It:

Biggest Remaining Uncertainty:

Finalist B

Product:

Why I Should Choose It:

Why I Shouldn't Choose It:

Strongest Evidence Supporting It:

Biggest Remaining Uncertainty:

Final Comparison

Which product provides clearer customer value?

Which has stronger validation evidence?

Which can I execute better?

Which can I realistically finish sooner?

Which fits my business direction better?

Which has stronger future potential?

If I could only finish one of these during the next production cycle, which would I choose?

That last answer matters.

The One-Product Decision

Enough comparing. Choose.

The next printable product I am creating is:

It is primarily for:

It helps them:

I chose this product because:

The smallest complete version will include:

Everything Else Goes Back Into the Vault

Choosing one product does not destroy the others. You aren't saying, "I'll never create these." You're saying, "These aren't my priority right now."

Not rejected. Not forgotten. Just not next.

A good idea that isn't your next project can remain a good idea. Put it somewhere safe and get it out of your active decision-making.

My Not Now List

Not Now #1 - Product:

Why I'm keeping it:

Not Now #2 - Product:

Why I'm keeping it:

Not Now #3 - Product:

Why I'm keeping it:

Not Now #4 - Product:

Why I'm keeping it:

Protect Your Attention

Your Not Now List gives promising ideas somewhere to live. Creators sometimes refuse to choose because choosing feels like losing every alternative.

You aren't losing them. When the current product is finished, you can return to the list and reevaluate those opportunities using what you've learned since then.

One product gets the build slot.

Define “Done” Before You Start

Scope creep often begins because “finished” was never defined.

Final Product Format:

Approximate Page Count / Quantity:

Required Content:

Required Graphics / Illustrations / Assets:

Testing Requirements:

Product Images / Mockups Needed:

Listing Copy Needed:

Licensing / Usage Information Needed:

Final Delivery Files:

The Scope-Creep Parking Lot

While creating your product, you'll probably think of additional things you could add. Don't automatically add them. Park them here until the core product is complete.

Possible Addition #1:

Possible Addition #2:

Possible Addition #3:

Possible Addition #4:

Possible Addition #5:

My First Five Build Actions

Don't create a 47-step project plan before you've taken the first step.
Define the first five meaningful actions.

Action #1:

Action #2:

Action #3:

Action #4:

Action #5:

**The objective is momentum, not administrative
perfection.**

Example First Five Actions

Printable Activity Pack

- Finalize the activity list and product outline.
- Create three sample activity pages.
- Establish the final page-layout and design standard.
- Produce the remaining activity pages.
- Print-test and review the complete product.

Coloring Collection

- Finalize the theme and illustration list.
- Create the first five finished coloring pages.
- Review them against the visual standard.
- Produce the remaining illustrations.
- Print-test and complete quality control.

Your workflow may be different. The point is to know what happens first.

My Next Product Brief

This is the final output of the Product Ideas Vault. Bring everything you've decided onto one project brief.

Product Name / Working Title:

Primary Audience:

Problem, Need, Interest, or Desire:

Primary Use Case:

Core Product Promise:

Format:

Initial Scope:

Meaningful Differentiation:

My Next Product Brief - Continued

Validation Score: _____ / 30

Priority Score: _____ / 35

Strongest Expansion Possibility #1:

Strongest Expansion Possibility #2:

Strongest Expansion Possibility #3:

Biggest Risk or Unknown:

First Build Action:

Final Check

- I know what product I'm creating next.
- I know who I'm creating it for.
- I know why that person would use it.
- I have evidence supporting continued work.
- I understand what makes my version meaningfully different.
- I have reduced the product to a manageable first scope.
- I know what “done” means.
- I have parked additional ideas instead of adding them automatically.
- I know my first build action.

If you can't check one of these, resolve that specific issue. You do not need to restart the entire process.

You Chose. Now Build.

You started with possibilities. A lot of them. Then you began narrowing.

You found ideas worth considering. You connected those ideas to actual audiences. You explored how the strongest concepts could expand. You looked for evidence instead of relying entirely on enthusiasm. You compared the opportunities that survived.

And now you've chosen one.

That was the purpose of the Product Ideas Vault: not to leave you with a giant list of things you might make, but to help you reach a much more useful sentence:

This is what I'm creating next.

The other ideas can wait. The research can stop. The decision has been made.

**Stop researching the decision you've already made.
Start building the product.**

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