



# THE 60 DAY PROFITABLE PRODUCT IDEAS CHECKLIST

Part of *The Entrepreneur's Guide to Finding Your First Customers* by Jack  
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**Directions:** This checklist is for people who want to come up with profitable product ideas that they can turn into successful businesses, even if they can only commit 1 hour per day to working on getting ideas and customers for their businesses. Follow this checklist and you should be able to come up with multiple profitable product ideas in 60 days with only 60 to 90 minutes of work per day.

**Research (days 1 – 14):**

☐ Learn as much as possible about the industry and profession for which you'd like to build your product (days 1 – 8):

- Read as many blog posts about the industry/profession as possible
- Learn who some of the biggest influencers and experts are in the industry and profession and watch any interviews with them or talks given by them
- Visit any forums or online communities related to the industry and read through as many popular posts and interesting comments as you can there
- From doing this initial research, form hypotheses about what big pains people in the industries/professions might have and what things are very important to them that you might be able to amplify with vitamin products.

☐ Get 150 to 200 people who fit the description of your ideal customers who you can contact. When you contact these leads, your goal should be to get them to have either a phone or Skype conversation with you, or to at least answer your questions over email and engage in a conversation with you there (days 9 – 14):

- Look for people who fit the description of your ideal customers using Chapter 5 and Chapter 7, and also go have conversations with ideal customers where they actually work using the strategies from Chapter 6 if you feel inclined to do so.
- Find people's email addresses using the strategies from Chapter 21 in the book.

### ***Action Part 1: (days 15 – 30):***

□ Use the list of customer discovery questions document and add any other specific questions or sub-questions that you feel are important to add after doing your research (day 15):

- Also, add any hypotheses for product ideas that you came up with during your research and ask people about these ideas using questions 11 and 12 on the list of customer discovery questions.

□ Send emails to the 150 to 200 leads you found that fit the description of your ideal customers (days 16 – 18):

- These emails should ask leads to have conversations with you about your product ideas and should let them know that the conversations will be for customer discovery and customer development. Use the email template from Chapter 8 in the book to help you create and send emails to all of these people quickly.

□ Set up calls and have calls with whoever responds to you and expresses interest in speaking with you and helping you out (days 19 – 30):

- Remember to take notes during each call describing the pains people have and what's important to them and the phrases they use to describe these things.
- Also, take notes about which people are interested in any of the product ideas that you describe to them and which people want to pre-order any product ideas. Make sure you follow up with any people who were interested in pre-ordering after you speak with them this way you finish the pre-order.

### ***Research Part 2 (days 31 – 44):***

- Look through all of your notes from the different interviews and see if there are any notes that you forgot to write down for any interviews. If there were any notes that you forgot to write down, go back to the interviews where you forgot to write something down and listen to them until you find the information you need (days 31 – 33)
  
- Look through your notes from all of the different interviews to see how many people had certain pains and how many people expressed interest in your product ideas and offered to pre-order your product ideas (days 33 – 36).
  - If any of your ideas didn't receive much interest and/or at least a few pre-orders, you should probably not continue to ask about them and pitch them in future interviews.
  - If any of your ideas received warm interest and/or at least a couple pre-orders, continue to ask people about these ideas and pitch people these ideas in future interviews.
  
- Read through your notes to look for any unexpected pains or needs for vitamins that popped up consistently and in patterns throughout your interviews that you didn't hypothesize about before doing the interviews (days 36 – 38):
  
- Revise your list of interview questions (days 39 – 40):
  - If you find any of these unexpected pains or needs for vitamins, think of ways you can turn these pains or needs into product ideas, and add these product ideas to the list of questions you ask during customer discovery/development interviews.

- Find an additional 100 people and their email addresses who fit the description of your ideal customers that you can contact and ask to interview (days 41–44).

***Action Part 2 (days 45 – 55):***

- Send emails to the 150 to 200 leads you found that fit the description of your ideal customers (days 45 – 46)
  - These emails should ask leads to have conversations with you about your product ideas and should let them know that the conversations will be for customer discovery and customer development. Use the email template from Chapter 8 in the book to help you create and send emails to all of these people quickly.
- Set up calls and have calls with whoever responds to you and expresses interest in speaking with you and helping you out (days 47 – 55):
  - Remember to take notes during each call describing the pains people have and what's important to them and the phrases they use to describe these things.
  - Also, take notes about which people are interested in any of the product ideas that you describe to them and which people want to pre-order any product ideas. Make sure you follow up with any people who were interested in pre-ordering after you speak with them this way you finish the pre-order.

***Final Analysis (days 56 – 60):***

- Look through all of your notes from the different interviews and see if there are any notes that you forgot to write down for any interviews. If there were any notes that you forgot to write down, go back to the interviews where you forgot to write something down and listen to them until you find the information you need (days 56 – 57).

□ Read through your notes and keep track of how much interest each of the ideas you pitched received and how many pre-orders each of the ideas you pitched received.

Choose one idea to work on (days 58 – 60):

- If one idea had more commitments for pre-orders than any other idea by at least 3 to 4 pre-orders, then you should probably choose this idea as the basis for your business.
  - Email everyone who pre-ordered other product ideas telling them that you've voided their pre-orders because you're working on one idea now. Ask them to pre-order the product for that one idea.
- If two or more ideas received nearly the same number of pre-orders (meaning one idea didn't get at least 3 to 4 more pre-orders than any other idea), then you have more flexibility with which idea you choose to work on. In this situation you should probably choose to work on whichever idea received the most interest from ideal customers outside of pre-orders, but if your own research tells you that this might not be a good opportunity, it might be best to work on one of the other ideas with a similar number of pre-orders.
- If you didn't get about 5 people to pre-order any of your product ideas and/or you didn't get 20 to 25 people to express interest in any of your product ideas, it's probably best to repeat this cycle with either a set of new hypotheses and product ideas for the same ideal customers or a set of new hypotheses and product ideas for a different group of ideal customers.