

ZERO TO LAUNCH 

Idea Mapping Checklist



IDEA MAPPING CHECKLIST

Welcome to the Zero to Launch Idea Mapping checklist. In this checklist you will find exercises to help you tap into the wealth of profitable business ideas you have inside of you, waiting to come to life.

ACTION STEP 01

Come up with at least 20 ideas

The first step is to figure out what exactly we're good at and put it down on paper. We start by doing an inventory of everything—our skills, knowledge, and challenges we've overcome.

SKILLS YOU'VE DEVELOPED *(e.g. writing emails)*

KNOWLEDGE YOU'VE ACQUIRED *(e.g. organic chemistry)*

CHALLENGES YOU'VE OVERCOME *(e.g. chronic stomach pain)*

Put aside 30 minutes today and 30 minutes tomorrow to do this. Make sure there are two distinct times to do this. We do this because when you step away from a problem, you free up a different part of your mind that helps you problem solve more effectively.

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ACTION STEP

02

Plot your ideas on to the Demand Matrix

The Demand Matrix makes it more likely that your idea will be profitable before you launch. It's a framework that quickly filters your ideas and helps you avoid "idea one-itis," which in other words is getting stuck on one idea and not thinking beyond it.

If you're not 100% certain where your idea falls, that's okay! This isn't the final version of your idea. The Demand Matrix is just a framework to organize your ideas, not to make a final decision.

| | |
|--|---|
| <p>HIGH END (high price, few customers)</p> | <p>GOLDEN GOOSE (high price, many customers)</p> |
| <p><i>(e.g. improve customer retention)</i></p> | <p><i>(e.g. social skills)</i></p> |
| | |
| <p>LABOR OF LOVE (low price, few customers)</p> | <p>MASS MARKET (low price, many customers)</p> |
| <p><i>(e.g. ironing shirts)</i></p> | <p><i>(e.g. travel hacking)</i></p> |
| | |

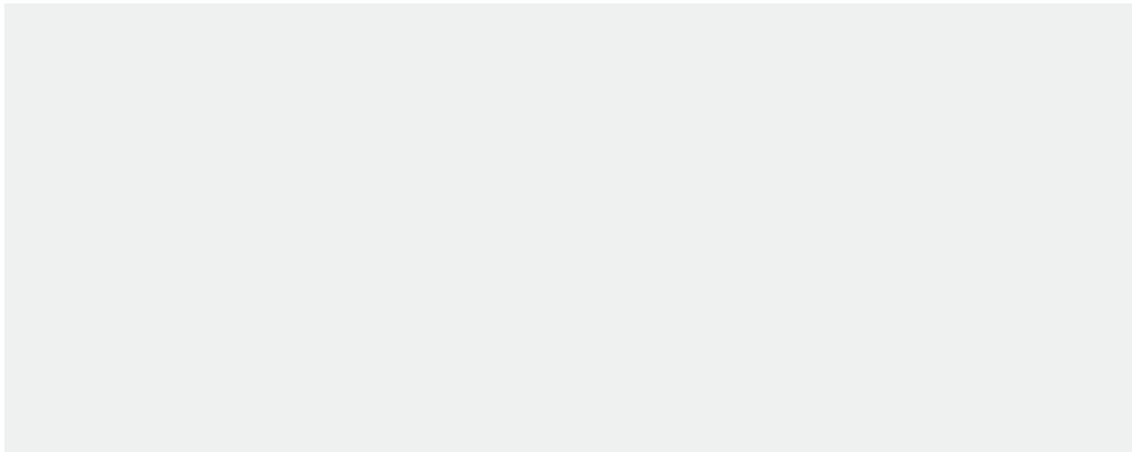
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ACTION STEP

03

Select one field you're going to explore for now

Pick one broad field/topic to proceed with and record it below. Remember that a field can have multiple ideas (in fact, that's often a good thing as it gives you multiple options for products, content, etc. in the future).



Next Steps

Now that you are closer to finding the right idea for you, it's time to take your ideas to the next step. If you are interested, [click here to sign up here for more information](#) about my step-by-step system for starting a successful online business: Zero to Launch.