

Digital Product Ideas Checklist

10 ideas ranked by effort — with a tick box for each. Templates are the lowest-effort place to start. Free checklist from Templates Tub.

How to use this checklist

Tick one idea, then answer three questions before you build anything: (1) Who buys this? (2) What problem does it solve in one sentence? (3) Can you make a free sample in one day? If any answer is blank, pick a simpler idea.

Done	Idea	Effort	Notes
☐	Templates (resume, budget, invoice)	Lowest effort	Start here. One good template + a free sample beats ten half-finished products.
☐	Printables & planners	Low	Daily planners, habit trackers, calendars — simple layouts, repeat buyers.
☐	Spreadsheets & trackers	Low–Medium	Budget sheets, habit trackers, business calculators. Test every formula before selling.
☐	Social media templates	Low	Post, story and reel templates for small businesses.
☐	eBooks & guides	Medium	Only write what you can teach from real experience — short and specific beats long and vague.
☐	Online courses & workshops	Medium–High	Record after you have an audience; a checklist or template can be the lead magnet first.
☐	Fonts, icons & design assets	Medium	Needs real design skill; never resell fonts or artwork you did not create.
☐	Presets & photo filters	Medium	Show before/after examples on your own photos only.
☐	Notion / productivity systems	Medium	Dashboards and planners for students, freelancers and small teams.
☐	Stock photos, music & sound packs	High	Crowded markets — quality and a clear niche matter more than volume.

Before you launch — quick checklist

- ☐ Free sample ready and tested (open the file, check every page/formula).
- ☐ One clear sales page: what it is, who it is for, what is inside.
- ☐ Price set (start low; raise it after real buyers and reviews).
- ☐ Refund / support note written — buyers trust clear terms.
- ☐ No copied templates, fonts or artwork — everything original or properly licensed.