

Your idea. Your next step.

A practical companion to the free lesson. No coding required.

What you will create

A one-page project brief with an intended audience, three assumptions to investigate, and one concrete next action. This exercise organizes your thinking; it does not validate demand or promise income.

How to use this worksheet

1. Watch the lesson and choose a project you care about.
2. Copy Prompt 1 on page 2. Replace every bracketed item with your own details.
3. Run Prompt 2 in the same conversation, then check the review yourself.
4. Complete page 3 in your own words. Write "unknown" when evidence is missing.
5. Use the checklist on page 4. Take your research action and record what you learn.

Worked example: fictional video-editing service

Idea: Edit short videos using footage supplied by local business owners.

Assumption 1: Owners have footage they struggle to edit. Check: Ask about their most recent recording and what happened to it.

Assumption 2: Owners will pay for help. Check: Ask about past purchases, then test a defined paid offer once you can deliver it.

Assumption 3: I can deliver within my time and budget. Check: Complete an authorized sample and measure the full process, including revisions.

Next action: Arrange one conversation with a relevant owner. Demand, price and profitability remain unknown.

Download before filling. Type in the fields using a PDF reader that supports forms, or print and write by hand. Save your completed copy and reopen it to check your answers.

Two prompts to try

Copy the text into an AI assistant. Use a fictional example if you prefer.

Prompt 1 / Build a research brief

Help me turn a project idea into a research plan.

Context:

- Idea: [your idea]
- Skills: [your relevant skills and experience with AI]
- Available time: [hours per week]
- Tool budget: [amount and currency per month]
- Potential audience: [who your project might help]

Goal: identify what I need to learn before building a paid offer.

Constraints:

- Treat demand and willingness to pay as unknown.
- Do not invent statistics, customers, testimonials, prices, or sources.
- Label assumptions explicitly.
- Ask up to 3 clarifying questions if essential information is missing.
- Use plain English. Keep the response under 500 words.

Output:

1. A two-sentence project description.
2. Three assumptions to investigate, with a way to test each one.
3. Five neutral questions about a potential customer's past behavior.
4. One small research action I can take this week.

Prompt 2 / Review the claims

Review your previous answer. Make a table of its main factual-looking claims.

For each claim, label it: information I supplied; an assumption; or an external claim requiring verification.

Explain what evidence is missing and suggest how I could check it.

Do not treat your earlier answer as evidence.

Do not invent citations or claim that you checked something you did not check.

If there are no external factual claims, say so.

Use non-sensitive details. Open cited sources yourself: an AI-generated review is not independent verification. For a non-commercial project, replace "paid offer" and "customers" with your intended outcome and audience.

My one-page project brief

Keep answers short. Use your own judgment and label unknowns honestly.

1. My idea and the problem I want to investigate

2. Who it might help

3. My relevant skills, available time, and monthly tool budget

4. Assumption 1 / How I will check it

5. Assumption 2 / How I will check it

6. Assumption 3 / How I will check it

7. My next action and planned date

8. What is still unknown?

Check, then learn

Complete the checklist before taking your action. Return afterward to record results.

Before you finish

- ☐ My brief identifies a specific audience and a problem to investigate.
- ☐ I named three assumptions and a practical way to check each one.
- ☐ I separated supplied details from assumptions and unverified claims.
- ☐ My questions allow people to say the problem never happened.
- ☐ I chose one realistic next action and a date.
- ☐ I have not presented the assistant's answer as proof of demand.

After my action: What did I observe or hear? Note source and date.

What changed in my brief? What still needs checking?

Help improve this lesson

Which part helped you most?

Where did you get stuck or need help?