

FROM IDEA TO INCOME

TEST YOUR IDEA & MAP YOUR PATH TO LAUNCH



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WHY TEST YOUR IDEA?

BECAUSE GUESSING IS EXPENSIVE

START WITH HONESTY

A great idea you can't sell is an expensive hobby. Testing it first saves you money, time, and heart.

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KNOW BEFORE YOU SPEND

This workbook scores your idea, then maps the path – so you move with confidence instead of guesswork.

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PRODUCT OR SERVICE – SAME PATH

Whether you're putting something on a shelf or selling your expertise, the steps are the same. This works for both.

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HOW THIS WORKBOOK WORKS

THREE SIMPLE STEPS

SCORE YOUR IDEA

Rate it across 8 things that make or break a new business. Five honest minutes.

READ YOUR SCORE

See where you stand and what it means for your next move.

FOLLOW THE ROADMAP

Five clear stages take you from a clarified idea to your first sales.

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There are no wrong answers — only useful ones. A low score isn't a no; it's a map of what to strengthen.





THE IDEA SCORECARD

THE IDEA SCORECARD

SCORE EACH FROM 1 (WEAK) TO 5 (STRONG)

1. Problem clarity – Can you name the exact problem you solve in one sentence? ____ / 5
2. Customer pull – Is there a specific group who actively wants this – not “everyone”? ____ / 5
3. Willingness to pay – Do you have signs people will pay, not just say “nice idea”? ____ / 5
4. Your unique fit – Does this sit where your skills, experience & energy meet? ____ / 5
5. Differentiation – Is there a clear reason to choose you over the alternatives? ____ / 5
6. Path to deliver – Can you realistically make, source, or provide it with what you have? ____ / 5
7. Profit potential – Is there real room between your cost and a price people will pay? ____ / 5
8. Your readiness – Do you have the time, energy & commitment to see it through? ____ / 5

TOTAL / 40



WHAT YOUR SCORE MEANS

ADD UP YOUR TOTAL

32-40 · STRONG SIGNAL

Real legs. Move into the roadmap now and start testing in the real world.

24-31 · PROMISING

Something's here. Sharpen your two lowest areas before you invest.

16-23 · NEEDS WORK

Don't scrap it — reshape it around your strongest scores and gather more evidence.

BELOW 16 · PAUSE

Hit pause before spending. Talk to more potential customers; the angle may need to change

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THE IDEA-TO-INCOME ROADMAP

FROM HERE TO YOUR FIRST SALE

Stage 1 · Clarify the Idea

Lock down the problem, the customer, and the promise.

Stage 2 · Validate Demand

Get real-world evidence before you spend or build.

Stage 3 · Shape the Offer

Turn the idea into something people can buy.

Stage 4 · Plan the Path to Market

Decide how you'll price it, sell it, and reach buyers.

Stage 5 · Launch & Learn

Ship a small version, make sales, improve from feedback.

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STAGE 1 — CLARIFY THE IDEA

Lock down the problem, the customer, and the promise.

- The exact problem I solve is
- The specific person I solve it for is.....
- In one line, my promise to them is

STAGE 2 — VALIDATE DEMAND

Get real-world evidence before you spend or build.

- Talk to 5-10 people in your target group — listen, don't pitch.....
- Look for proof: pre-orders, a waitlist, a paid pilot, a clear "yes.".....
- Adjust the idea to fit what you actually heard.....



STAGE 3 — SHAPE THE OFFER

Turn the idea into something people can buy.

- Product track (to shelf): sample → packaging → unit cost → minimum order.
- Service track: scope → deliverables → a clear package people can say yes to.
- Name it, and write the one-line description that makes the value obvious.

STAGE 4 — THE PATH TO MARKET

Decide how you'll price it, sell it, and reach buyers.

- Set a price that covers cost, your time, and a real margin.
- Pick ONE main channel to start.
- Map how the first 100 people will hear about it.



STAGE 5 — LAUNCH & LEARN

Ship a small version, make sales, improve from feedback.

- Launch a minimum version — done beats perfect.
- Get your first sales; ask every buyer what nearly stopped them.
- Refine the offer, then scale what works.

YOUR NEXT 30 DAYS

Pick one thing each week. Momentum beats perfection.

- **Week 1:** Write your one-line problem + promise. Lock who it's for.
- **Week 2:** Talk to 5 people in your target group. Listen for the real pain.
- **Week 3:** Shape a minimum offer — a sample, a package, or a simple landing page.
- **Week 4:** Put a price on it and ask for your first yes.



READY TO MAKE IT REAL?

NEED SOME GUIDANCE ALONG THE WAY?

If your idea scored well – or if you want help strengthening the parts that didn't – this is exactly what I do. I help people turn ideas into businesses that sell, without the guesswork and expensive missteps.

**Book a Complimentary Discovery call and let's look at your idea together.
Bring your scorecard. It will be fun!**

Book your call → [Click Here](#)

Looking forward to our conversation!!