

Idea Prioritization Scorecard

Stop drowning in ideas. Start building the right one.

A practical 5-factor scoring system for deciding which digital product deserves your time first.

The problem: You probably do not need another product idea. You need a way to compare the ideas you already have without relying on mood, novelty, or guesswork.

Use this scorecard whenever you have two or more possible products competing for your attention. In about five minutes per idea, you can turn a messy list into a ranked build queue.

How the Score Works

Score every idea from 1 to 5 on five criteria. Each criterion has a different weight because some factors matter more than others. Your final Priority Score is expressed on a 0-100 scale.

Criterion	Weight	What It Measures
Demand Signal	30%	Evidence that people actively want the outcome or solution.
Time to Build	20%	How quickly you can create a useful, sellable first version.
Existing Skill Match	15%	How much of the subject and production work you already know.
Competition Level	15%	Whether the market is proven without being needlessly difficult to enter.
Profit Potential	20%	Room for an attractive price, margin, follow-on sales, or repeat demand.

Formula

$Priority\ Score = (Demand \div 5 \times 30) + (Build\ Time \div 5 \times 20) + (Skill\ Match \div 5 \times 15) + (Competition \div 5 \times 15) + (Profit\ Potential \div 5 \times 20)$

Important: For Competition Level, a higher score means a healthier competitive position. A crowded market with no obvious angle scores low. A proven market where you can identify a credible angle scores high.

1. Demand Signal

How much evidence do you have that real people care about this problem or outcome?

Score	Description
1	Pure assumption. You have not seen meaningful evidence of

	demand.
2	A few weak signals, but little repetition or urgency.
3	Repeated questions, discussions, searches, comments, or competing offers suggest real interest.
4	Strong repeated demand signals across multiple places, with clear pain or buying intent.
5	Obvious active demand. People are already buying, requesting, comparing, or repeatedly discussing solutions.

2. Time to Build

How quickly can you get a useful first version finished and ready to sell?

Score	Description
1	More than a month, or major technical/content dependencies.
2	Roughly 2-4 weeks of focused work.
3	About 1-2 weeks.
4	A few focused days.
5	One day or less using skills, assets, or material you already have.

3. Existing Skill Match

How closely does the product match knowledge and production skills you already possess?

Score	Description
1	You would need to learn most of the subject or production process first.
2	You know the basics but would need substantial research or outside help.
3	You can produce it competently with some research and editing.
4	You know the topic and can create most of it from existing experience.
5	You have deep familiarity, examples, assets, or proven experience you can immediately use.

4. Competition Level

Is there enough competition to prove the market while still leaving room for a clear angle?

Score	Description
1	Either no visible market proof or a brutally crowded market with no credible differentiation.
2	Weak proof or heavy competition with only a vague angle.
3	Proven market and at least one plausible way to position the product differently.

4	Healthy competition plus a clear audience, format, promise, or delivery angle.
5	Strong market proof and an obvious, defensible angle you can communicate quickly.

5. Profit Potential

How attractive is the economic opportunity relative to the work required?

Score	Description
1	Very limited pricing power or demand, with poor economics for the effort.
2	Could sell, but likely requires too much work for the likely return.
3	Reasonable price and margin for a small product.
4	Strong price-to-effort ratio with room for bundles, affiliates, repeat buyers, or related offers.
5	Excellent economics: fast to fulfill, attractive pricing, clear demand, and meaningful expansion potential.

Your 10-Idea Scorecard

Score each idea from 1 to 5. Use the formula above, or enter the scores into the included HTML calculator for instant ranking.

Product Idea	Demand 30%	Build 20%	Skill 15%	Competition 15%	Profit 20%	Priority 0-100	Decision

How to Read Your Score

Score	Decision	What It Means
80-100	BUILD FIRST	Strong overall opportunity. Put it at the front of the queue and define the smallest useful version.
65-79	STRONG CONTENDER	Worth serious consideration. Improve the weakest criterion before committing if possible.
50-64	SHELVE FOR NOW	There may be an opportunity, but something important is working against it. Keep the idea without making it the priority.
Below 50	KILL OR RETHINK	Do not spend scarce production time on this version. Change the audience, format, promise, economics, or drop it.

Three Worked Examples

Template: Local Business Review Response Kit

Demand	Build	Skill	Competition	Profit	Priority
4	5	4	4	4	84

Decision: BUILD FIRST.

Mini-Course: Beginner Facebook Ads Bootcamp

Demand	Build	Skill	Competition	Profit	Priority
5	2	3	2	4	69

Decision: STRONG CONTENDER.

Swipe File: 50 Client Follow-Up Messages

Demand	Build	Skill	Competition	Profit	Priority
4	5	5	4	4	87

Decision: BUILD FIRST.

The Tiebreaker Rule

When two ideas finish with the same Priority Score, do not invent another complicated scoring system. Break the tie in this order:

- Choose the idea with the stronger Demand Signal.
- If demand is tied, choose the idea with the higher Time to Build score. Speed creates feedback.
- If both are still tied, choose the stronger Existing Skill Match.
- If they remain tied, choose the one you can explain in one sentence with the clearest buyer and outcome.

Final rule: If you still cannot choose, build the smaller one. A finished product gives you information. An idea sitting in a notes app does not.

Decision Rule Cheat Sheet

Use this page when you want the system without rereading the guide.

- 80-100: Build first.
- 65-79: Strong contender. Improve the weakest factor if you can.
- 50-64: Shelf for now.
- Below 50: Kill or rethink the current version.
- Tie: Demand wins. Then speed. Then skill match.
- Do not change scores just because you emotionally prefer one idea.
- Re-score when you uncover meaningful new evidence.

Blank Decision Worksheet

Product idea:

Target buyer:

Problem solved:

Evidence of demand:

Smallest useful version:

Likely price:

Main competing alternatives:

Your angle:

Scores

Demand	Build Time	Skill Match	Competition	Profit	Priority

Decision: _____

Next action: _____