

Master Product Manifest

Research → Product Specification → Product Builder

Use this worksheet after niche research. Record what the market evidence actually shows, define the product you intend to build, then transfer the completed Manifest into the Product Builder Prompt.

1. Market

Working Product Name

A temporary name is fine.

Niche

The specific market being researched.

Target Buyer

Who has this problem?

Problem

What specific problem are they trying to solve?

Exact Question / Buyer Language

Capture the wording people actually use.

Desired Outcome

What do they want to accomplish?

2. Evidence of Demand

Evidence Found

Repeated questions, comments, popular content, discussions, competing products, or other observable evidence.

Research Sources / URLs

Record where the evidence came from.

3. Proposed Product

Proposed Product

The simplest useful product that addresses the researched problem.

Core Promise

The practical outcome the product is designed to help the buyer achieve.

Format

Report, checklist, templates, prompts, calculator, workbook, directory, or another appropriate format.

Price

Your intended front-end price.

Bonus / Asset Opportunities

Supporting assets that make the solution easier to use.

4. Selling & Traffic

Primary Sales Angle

The clearest reason the target buyer should care.

Content / Traffic Sources

Where can you reach this buyer?

Affiliate Angle

Why would an affiliate's audience care about this offer?

Notes

Constraints, ideas, unanswered questions, or implementation details.

15-Opportunity Research Table

Use this comparison workspace for the strongest opportunities uncovered during niche research. Do not force a score. Compare the evidence, buyer problem, and product possibilities.

#	Buyer / Niche	Problem / Question	Evidence	Possible Product
1				
2				
3				
4				
5				
6				
7				
8				

#	Buyer / Niche	Problem / Question	Evidence	Possible Product
9				
10				
11				
12				
13				
14				
15				

Next step: Transfer the completed Manifest into the Product Builder Prompt. Keep the research evidence attached so the product remains grounded in the problem you actually found.