

ECOM CAPITAL®

WHAT DO I SELL

Nail Your Product Idea in 15 Minutes





This guided workbook will help you **brainstorm, shortlist, and refine product ideas** using the same process we teach inside our eCom Capital Accelerator Program.

You'll go from "I don't know what to sell" to **"I've got 5 promising ideas"** in under 15 minutes.

Why Product Selection Is So Hard

(And How to Make It Easier)

Most people don't struggle to find winning products. They struggle to choose one. Why?

Because they:

- **Overthink** every step
- **Get stuck** trying to pick the “perfect” idea
- Feel like they're **not passionate** about anything
- **Don't know** what makes a product truly good

This workbook is designed to get you out of your own head and into action, **FAST**.

Before we dive into the exercises, here are a few **important mindsets to adopt**:

- **Don't Wait for the Perfect Idea**
Start with any idea that sparks **even 1% of your curiosity**. The process of working through it will help **refine your thinking**.
- **Think Like a Producer, Not a Consumer**
The best product ideas **solve real problems**. Your goal isn't just to sell something cool, it's to **create value and solve pain points** in a specific market.

- **Forget Red or Blue Oceans. Go Purple.**

Red ocean = **oversaturated** market (think: phone cases)

Blue ocean = completely **new idea** (high risk, high reward)

Purple ocean = **underserved niche** within a proven market (low competition, high demand)

We don't aim to reinvent the wheel. We **look for proven markets** with specific problems, and **go deep instead of wide.**

NICHE 2.0: WHAT IT MEANS

A "Niche 2.0" is a **specialized sub-segment** of a broader niche. Instead of selling to all pet owners, you sell to **first-time puppy parents** in apartments. Instead of fitness gear, you create **postpartum recovery tools** for new mums.

Get specific. Find the niche within the niche. That's where the traction is.

Step 1: List 5 Things You're Interested In

Interest 1: _____

Interest 2: _____

Interest 3: _____

Interest 4: _____

Interest 5: _____

(Examples: fitness, skincare, clean eating, cold therapy, fashion, home office setups, parenting, productivity tools...)

Step 2: Identify the Problems in Each Interest

Interest 1: _____

Problem 1: _____

Problem 2: _____

Problem 3: _____

Problem 4: _____

Problem 5: _____

Interest 2: _____

Problem 1: _____

Problem 2: _____

Problem 3: _____

Problem 4: _____

Problem 5: _____

Interest 3: _____

Problem 1: _____

Problem 2: _____

Problem 3: _____

Problem 4: _____

Problem 5: _____

Interest 4: _____

Problem 1: _____

Problem 2: _____

Problem 3: _____

Problem 4: _____

Problem 5: _____

Interest 5: _____

Problem 1: _____

Problem 2: _____

Problem 3: _____

Problem 4: _____

Problem 5: _____

Step 3: Rate & Prioritize

Look at the **problems you've listed**. Which ones seem the biggest? The most annoying? The most expensive? The most underserved? What problem would people pay to solve?

Highlight **2–3 of the biggest problems** across your interests that you think are worth exploring further.

Top Problem 1: _____

Top Problem 2: _____

Top Problem 3: _____

Step 4: Match Problems to Product Opportunities

Now that you've identified strong problems, let's turn them into **actual product ideas**.

Jot down a **few product solutions** for each top problem:

Top Problem 1: _____

Product Idea: _____

Product Idea: _____

Product Idea: _____

Product Idea: _____

Product Idea: _____

Top Problem 2: _____

Product Idea: _____

Product Idea: _____

Product Idea: _____

Product Idea: _____

Product Idea: _____

Top Problem 3: _____

Product Idea: _____

Product Idea: _____

Product Idea: _____

Product Idea: _____

Product Idea: _____

BONUS TIP:

Use ChatGPT to expand your ideas:

Prompt: “What are some common problems people face in [your niche]?”

Prompt: “What are innovative product solutions to solve [your selected problem]?”

Prompt: “What are common frustrations for people who [do X activity]?”

Prompt: “What problems do people face when shopping for [product category]?”

Prompt: “Why do people stop using [type of product] after buying it?”

Prompt: “Would people pay to solve [insert problem]? What solutions already exist?”

BONUS EXERCISE #1:

12 SMART NICHE VALIDATION QUESTIONS

Before choosing a product or going all-in on a niche idea, **ask yourself these 12 questions** to check if it's a smart bet for eCommerce.

Use Google, ChatGPT, blog articles, or even Reddit threads to **explore your answers**. It doesn't have to be perfect data—we're just looking for **signals and trends**.

Example search in ChatGPT: "What is the market size of the at-home sauna industry?" **Example search** on Google: "Do people buy dog anxiety beds online?"

Answer these for **each niche** you're considering:

1

Is there a market for my product? (Yes/No)

Can you find proof that people are already buying this type of product? A "Yes" here is a must.

2

What is the estimated market size? (Ballpark figure)

Use ChatGPT or Google to find global or regional data. If the market is small (<\$10M), it may be harder to scale.

3

What is the market value in dollars? (Estimate)

Search: "Market value of [niche] industry 2024."
A high market value signals strong demand.

4

Is there demand right now? (Yes/No/Stable/Declining)
Check Google Trends for 5 years of data. Look for stable or upward trends. If trending downward, reconsider.

5

Is this niche viable for eCommerce? (Yes/No)
Would people feel comfortable buying this product online? A “Yes” is required.

6

Is it easy to ship globally? (Yes/No)
Lightweight, small, and not fragile is ideal. “Yes” makes scaling easier.

7

Are products in this niche a hazard to ship? (Yes/No)
Avoid products that are flammable, perishable, or sharp. Too many “Yes” answers here = higher complexity.

8

What’s the average price point? (Estimate in dollars)
Use Amazon, Google Shopping, or Etsy to browse similar products. Avoid <\$30 products. \$50–\$200 is ideal.

9

What’s the typical product size and weight?
(Short answer)
The smaller and lighter, the cheaper your fulfillment and shipping costs.

10

Is the niche seasonal or evergreen? (Seasonal/Evergreen)
Use Google Trends. Seasonal = occasional spikes.
Evergreen = consistent demand all year.
Evergreen is best to start with.

11

What demographics does this niche appeal to?

(Short description)

List rough age, gender, income level, and lifestyle.

Aim to target middle-to-upper income earners.

12

Is the market dominated by brand loyalty? (Yes/No)

Avoid markets controlled by big players

(e.g. Apple, Nike). A “Yes” here makes it harder to

compete.

BONUS EXERCISE #2:

MACRO & MICRO INGREDIENTS OF YOUR PRODUCT

You may be wondering, what are **macro and micro product ingredients?**

Let's use baking a cake as an analogy.

Macro Ingredients are the **non-negotiables**.

The core criteria that every product should meet to give it a **chance at success**.

Think of them as the flour, eggs, and milk of your **product**.

You can't make a viable eCommerce “cake” **without them**.

Micro Ingredients are the icing, sprinkles, and flavor.

They don't make or break the product alone, but **they elevate it and create differentiation.**

Let's break them both down:

Macro Ingredients (Fundamentals):

Use this to vet your ideas quickly. A good product should tick at least 4 out of 5 of these:

- **Growing Market**
Is the total market expanding?
(Use Google Trends, Reddit, TikTok)
- **Unique/Differentiated**
Is your version noticeably different in function, aesthetic, or mechanism?
- **Replenishable or Repeatable**
Is there a reason customers will come back (consumables, product line extensions, etc)?
- **Strong Unit Economics**
Are there healthy margins (ideally 3x landed cost)?
- **Achievable for You**
Can you afford the MOQs? Is it easy enough to start for your level?

Micro Ingredients (Differentiation & Desire):

These take a good product and make it a great brand.

Choose 2–3 to layer in:

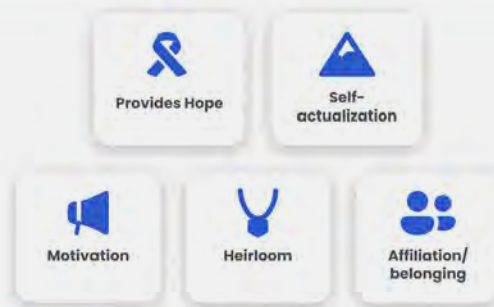
- **Functional Benefits**
Does it save time, reduce mess, help organize, or simplify something?
- **Emotional Triggers**
Can you tap into confidence, connection, beauty, or security?
- **Life-Changing Angle**
Does it provide belonging, hope, control, or relief from pain?
- **Social Impact or Status**
Is there badge value, sustainability, or social good baked in?

To help visualize this, refer to the
Value Pyramid below.

SOCIAL IMPACT



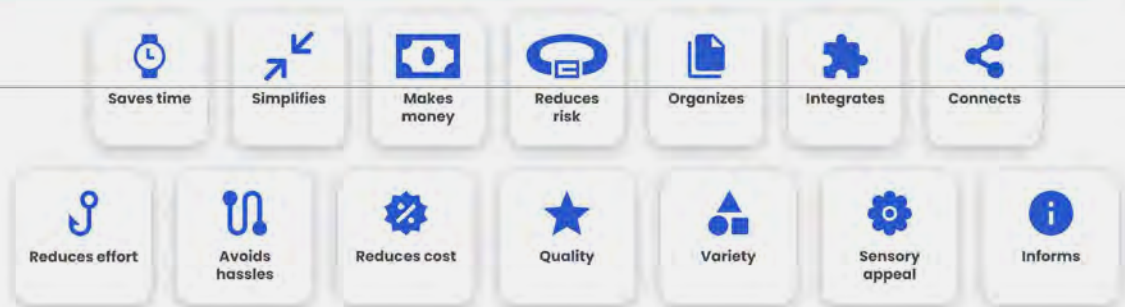
LIFE CHANGING



EMOTIONAL



FUNCTIONAL



This framework shows how each micro ingredient aligns with **different levels of consumer motivation:**

Base Layer (Functional) – Meets practical needs: time, money, convenience

Middle Layer (Emotional) – Creates desire, connection, and satisfaction

Top Layer (Life-Changing & Social Impact) – Drives loyalty, advocacy, and purpose

The higher you go on the pyramid, the **more emotionally invested** and loyal your customers become.

These micro layers are what **make people want to buy**, not just need to. They're the reason a dog bed goes viral.

Or a bottle becomes a \$100M brand.

Don't stress about hitting everything.

Your goal is to build a **strong foundation with macro ingredients**, and then layer in micro ingredients that amplify your appeal and uniqueness.

Use the Macro + Micro Checklist as Your Final Filter

Before locking in a product idea, **ask yourself:**

1. Does this idea meet **4 out of 5** macro ingredients?
2. Have I layered in at least **2 powerful micro elements**?
3. Can I **clearly communicate** both the functional and emotional value?

If yes, you've got a strong foundation to **move forward**.

Who We Are

At eCom Capital, we specialize in **turning aspiring entrepreneurs into successful ecommerce business owners**. We're not just consultants; we're your partners in navigating the ever-changing landscape of online business.

Our mission is to **help you discover and launch profitable products** using smart, data-driven strategies that have been proven to work across industries.

With years of experience in market research, product development, and ecommerce growth, **our team is equipped to guide you** through every stage of your journey.

Whether you're starting from scratch or looking to elevate your existing business, we're here to ensure that you don't just compete but **excel in your market**.



WHAT'S NEXT?

Now that you've identified your **top niche and product ideas** and validated their potential, you might be **wondering...**

“Which one should I actually pursue?”

“Is this niche strong enough to build a brand around?”

“Will this product actually sell?”

To help you move forward with clarity, **we're offering free 1-on-1 Product Selection & Niche Validation Strategy Calls** —for a limited time only.

On this free call, you'll:

Get **expert feedback** on your niche or product idea

Learn whether it's viable for eCommerce (and how to position it)

Uncover gaps or blind spots in your strategy

Walk away with a **step-by-step roadmap** to your first \$10K month

These are the same calls that are usually **only available to paid clients** (valued at \$450 per hour), but we're **opening up a few spots for free** as part of this workbook experience.

If you're serious about starting strong, **don't miss it:**

[Click here to book your free Product Strategy Call now](#)

(Limited spots available each week—first come, first served.)