MY NU WAYS!
CONSULTING & MENTORING

💎 **5-MINUTE CAN CHANGE EVERYTHING!**

THE ULTIMATE DIGITAL PRODUCT IDEA FINDER QUIZ

You have the expertise. Let's shape it into your signature digital product.

In just 5 minutes, this quiz will reveal your perfect offer—plus exclusive ChatGPT prompts to refine, validate, and elevate it into a profitable asset. 🚀💵

CREATED FOR YOU
WITH LOVE, CARE & PASSION

❌ **SO DONE WITH OVERWHELM & IDEA OVERLOAD?**

👉 You've got a million ideas buzzing in your brain—but decision? Nowhere in sight.
👉 Or you're staring at a blank page thinking, "Uhh... how the heck do I turn this into a digital product?"
👉 You keep seeing these digital product success stories all over social media, but secretly wonder: Is this just hype? And how would something like that even work for what I do?
👉 Maybe you're low-key panicking like, "Wait... what even are digital products? And where the hell do I start?!"

💡 **Welcome to the club, visionary—you're in excellent company!**

Here's the truth:
Way too many brilliant minds stay stuck in their offline business bubble. Meanwhile, others are already making passive income in their sleep, walking their own NU BUSINESS WAYS and turning knowledge into freedom.

But guess what?💡 **That ends right HERE & NOW!**

Hey, we're Melanie & Katrin. 👋

You're an expert, consultant, coach, trainer—or simply someone with valuable knowledge and an offline business—but how do you package that into digital products that sell on autopilot and give you scalable, passive income?

🎯 We'll show you how to turn your expertise into bite-sized digital goodies that practically sell themselves—even while you sleep.

💡 **Digital Products are the ultimate freedom tool.**

And the best part? Creating and express-launching your online course, eBook, or templates is so much easier than you think—when you follow the right approach.

👉 **Imagine creating digital products that are...**
✅ Profitable & in demand
✅ Fueling your automated sales funnel
✅ Quick to create & ready to sell fast

... And this is precisely what makes passive income not just possible - but predictable and sustainable.

How do we know it works? 👇

Because we've been exactly where you are right now.

We wasted time tinkering with the wrong digital products, second-guessing everything, wondering: "*What the heck am I even supposed to create?*" **Until we cracked the code.** 🎯 And turned it into a repeatable system that just works—every time.

💡 YOUR DIGITAL PRODUCTS – TAILOR-MADE FOR YOU!

From Idea Overload to Profit Power Move: We're handing you the proven & tested shortcut we wish we had—plus the key building blocks 🧱 to snap your perfect, profitable digital product into place—fast.

💡 **In just 5 minutes, you'll know:**
✅ Which digital product fits you best—based on your skills, experience & available time.

✅ Which option is easy to create—even if tech isn't your thing.

✅ A digital product aligned with your expertise—so you can help others and get paid doing it.

✅ What's in demand & what actually sells-

🚀 **No more guessing. No more overthinking. Just a clear next step.**

💡 It only takes 5 minutes: Answer **8 quick questions** & instantly get your personalized digital product idea!

👇 **Take the quiz now & finally start making money online!** 💸💸💸

💡 YOUR PERFECT DIGITAL PRODUCT IDEA–TAILORED JUST FOR YOU!

🛑 **You have two choices:**

🔘 <u>Option 1:</u> Keep overthinking, keep scrolling… and keep NOT having a digital product.

🔘 <u>Option 2:</u> Get clarity in just 3 minutes and finally take action! 🎯

I'm betting on Option 2.

Take the quiz & get your result. Now. 🎉👇

It will help you uncover your best digital product idea—the one that's easy to create, in demand, and perfect for passive income.

1️⃣ EXPLORE:
# WHAT ARE THOSE GO-TO QUESTIONS YOUR CLIENTS ASK YOU ALL THE TIME?

Before picking a format (e-book, course, templates, etc.), we need to find the right topic—one that is valuable, in demand, and easy to turn into a sellable product.

Let's brainstorm & validate your idea step by step.

✏️ **List as many Go-To Questions your Clients ask you all the time as you can.** 👉 Remember: If people already ask you about something, it means there's demand for it!

💡 **Examples:**
- "What are the absolute must-haves to make sure I'm getting the maximum tax deductions—without changing anything in how I run my business?" *(Tax Consultant / Accountant)*
- "How do you keep your salon fully booked—without dancing on reels 24/7 or chasing people in DMs?" *(Nail Designer / Beauty Pro)*
- "What are some easy poses that always make me look good in photos—without feeling awkward or stiff?" *(Photographer / Personal Branding Expert)*
- "Can I grow this flower in my own garden? What's your secret to making it thrive?" *(Florist / Plant Nursery Owner)*
- "How do you make this carbonara taste that good—can you show me how to prep it like you do?" *(Restaurant Owner/Chef)*
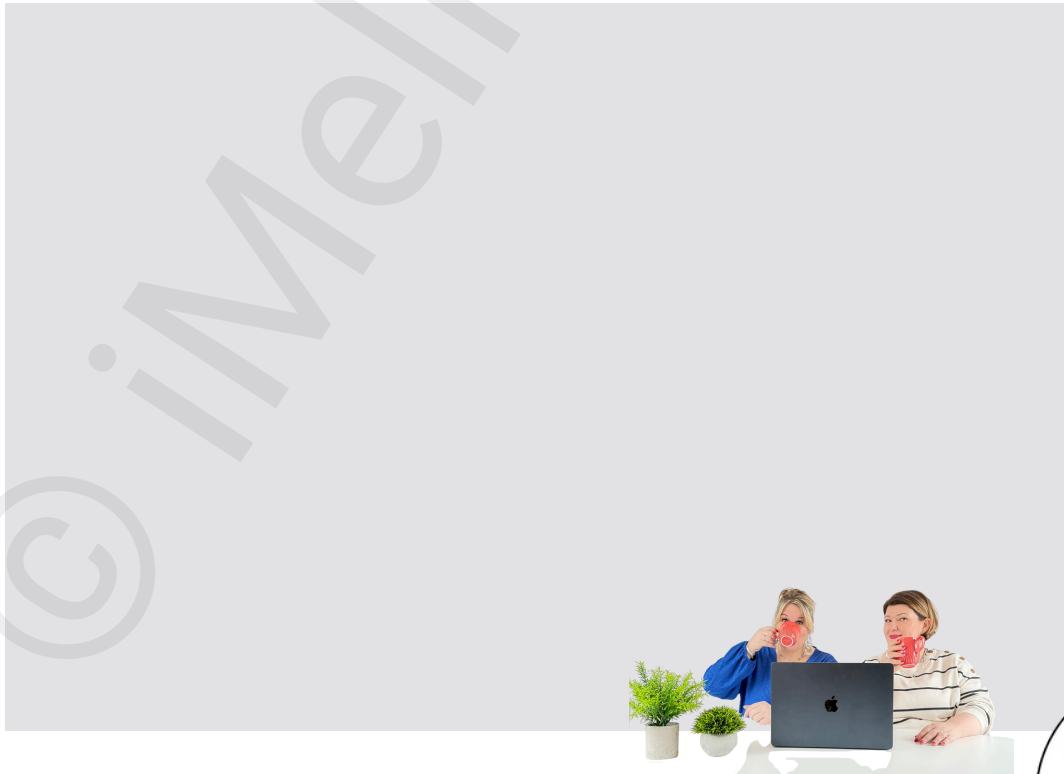
2 EXPLORE:
WHEN DOES THE LIGHTBULB GO OFF DURING YOUR SESSIONS OR CLIENT INTERACTIONS?

Is there that one golden moment where everything suddenly clicks—when you see it in their face, hear it in their voice, and feel the energy shift? 💡

That powerful turning point where they go from feeling stuck, overwhelmed, and unsure—to suddenly lighting up with clarity.
You can see the shift—the moment they sit up straighter, eyes wide, and say, "Yes! That's it."

From that point on, they're not just clear—they're confident, energized, and ready to take action. They feel deeply satisfied and genuinely happy, because they finally got the answer they were searching for—the one that makes the next step feel simple, doable, and so right.

✏️ **List all client 💡s that come to your mind - related to the questions.**

💡 **Examples:**

- "Wait—my bookkeeping tool can automate that? And here I was doing it manually like it's 2003…"
- "OMG, that posing tip changed everything—just cross my legs and hand on the hip for a triangle? Why did no one tell me this sooner?!"
- "I had no idea that flower needs shade. No wonder mine died after three days… RIP."
- "You mean I don't have to post every single day to stay booked? Just one solid story strategy? That's a relief."
- "Wait, no cream in carbonara? Just egg yolks and timing? Mind. Fully. Blown."

3️⃣ EXPLORE:
WHAT SHOULD YOUR CLIENTS *REALLY* KNOW BEFORE WORKING WITH YOU?

Fill this out to uncover a smart, foundational digital product idea👇

🧠 If my clients already understood…

➡ _____

✨ …then I could help them faster / go deeper with…

➡ _____

🎯 This could easily become a digital product like…

➡ "_____"

💡 Example:

If you're a tax advisor → If my clients already understood basic bookkeeping…
→ Then I could go deeper into tax-saving strategies
→ Digital product idea: "Bookkeeping Basics Every Business Owner Should Know"

✏️ **List all repeatable client "IFs" or steps that come up again and again in your work. Think: *If they just knew this… or If they followed these steps…***

4 EXPLORE: WHAT SPECIFIC PROBLEMS CAN YOU HELP SOLVE?

👉 A successful digital product is built around solving real problems your clients face. The more specific, the better.

Use this simple sentence structure to spark ideas for multiple offers:
✏️ **I help people _____ without _____.**

This go-to framework helps you clearly define the transformation you offer—and uncover repeatable solutions you may already be delivering without even realizing it.

💡 **Real-life examples from everyday experts:**

📋 T**ax Consultant** ➡ I help small business owners feel confident and in control at tax time—without drowning in receipts or spreadsheet chaos.

📸 **Photographer** ➡ I help people look amazing on camera by capturing their true personality and brand—without stiff poses or awkward energy.

💅 **Nail Designer / Beauty Pro** ➡ I help beauty pros stay fully booked with dream clients—without dancing on reels or chasing leads in the DMs.

🌸 **Florist / Plant Nursery Owner** ➡ I help beginners create stunning seasonal flower arrangements—without needing complex tools or floristry training. Or: ➡ I help garden newbies keep their potted herbs and flowers thriving all season—without constantly googling what to do next.

🍝 **Restaurant Owner / Chef** ➡ I help home cooks recreate our signature pasta dishes—without needing fancy ingredients or pro kitchen gear. Or: ➡ I help foodies master restaurant-style plating at home—without spending hours in the kitchen.
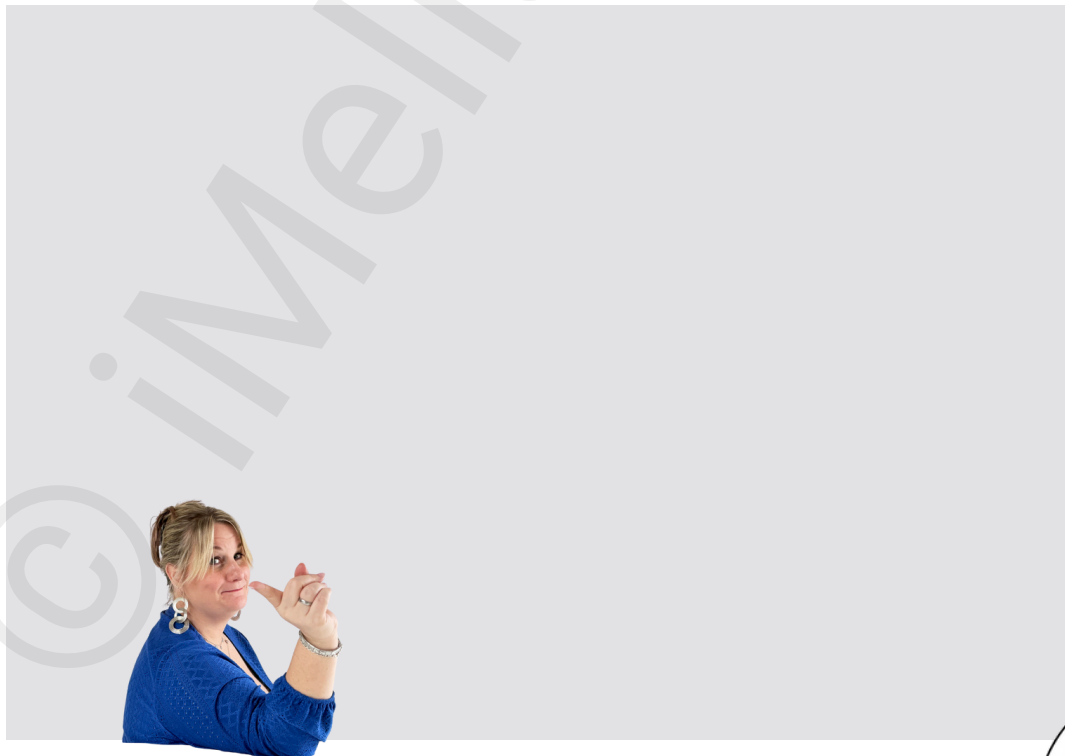
5 EXPLORE:
WHAT DO YOU FIND YOURSELF EXPLAINING OR DOING IN NEARLY EVERY CLIENT SESSION?

Are there processes or client interactions in your offline business that you repeat all the time? What are the things your clients constantly ask for—or that follow the same steps every single time - that could be completed or answered without your 1:1 guidance?

👉 **A solid digital product gives people a clear shortcut. Think:**
- Your most-asked FAQs turned into a simple resource
- A checklist clients always need before working with you
- A step-by-step guide or process they can follow without your direct help
- Templates, scripts, or swipe files you already use in your daily work
- A "before we start" video you wish everyone watched

💡 If you find yourself saying the same thing on every call, client interaction or repeating the same workflow—you're probably sitting on a scalable digital product.

✏️ **List any routine or standard you could turn into a checklist, template, or video tutorial.**

6️⃣ EXPLORE:
WHAT QUICK WINS CAN YOU DELIVER?

What's a specific problem you can help solve fast—or a clear result someone could see right away?

Clients love fast results! If your digital product solution offers something they can implement quickly and see progress immediately, they're way more likely to buy it, use it, and recommend it to others.

👉 Think in terms of small, practical tools with instant value.

Examples:
✅ Checklists – to help them take action without overthinking
✅ Decision helpers – simple tools to guide choices faster
✅ Cheat sheets – with your top go-to shortcuts
✅ Swipe files – email, caption, or content templates that work
✅ Tracking tables – to monitor results or organize data at a glance
✅ Mini challenges or quick guides – they can complete in 30 mins or less

✏️ **Now list all the small wins you could help your audience achieve quickly. Think: What could they complete or learn in under 1 hour and already feel like, "OMG, this helped so much!"?**

🧠 Even a 5-minute clarity shift—like finally understanding which expenses are tax-deductible, knowing exactly how to pose for a natural photo, or learning how to keep herbs fresh longer—can be a powerful, confidence-boosting win.

7 NARROW IT DOWN: WHAT LIGHTS YOU UP THE MOST - AND IS HIGHLY ATTRACTIVE TO YOUR IDEAL CLIENTS??

Look back at what you wrote in Sections 1–6.
You've just uncovered your expertise, your clients' biggest needs, your repeatable systems, the transformation you offer, and the quick wins you can deliver.

Now it's time to connect the dots. Which ideas…

✅ Truly excite you—you'd love to talk or teach about them?
✅ Feel natural, like second nature to explain?
✅ Solve a real, specific problem your clients actually have?
✅ Come up repeatedly in your work or conversations?
✅ Follow a repeatable process that could be standardized?
✅ Deliver a fast, satisfying win without needing you 1:1?

👉 **The best digital products live where these 3 meet:**
🔥 You're passionate about it. 💡 Your clients need and want it. and ⚙️ it's teachable, repeatable, and scalable

✏️ **Pick your top 1–2 digital product ideas here & use the scorecard below to pick your winner:**
    IDEA 1: _____
    IDEA 2: _____

Score each idea from 1 (not really) to 5 (absolutely!) for each criterion.	IDEA 1	IDEA 2
🔥 I'm excited to create it—it lights me up		
💡 People keep asking me about this / it solves a real need		
⚙️ It's something I already do often—it's repeatable		
📋 It can be turned into a checklist, system, or quick-win product		
🚫 It doesn't need my 1:1 time to deliver value		

8️⃣ TOPIC VALIDATION: PROOF BEFORE PRODUCT - ALWAYS!

Before you spend time creating anything, make sure to 111% test and prove that people actually want it.

✅ **Google it. Pinterest it. YouTube it.** Are there blogs, courses, videos, or books on your topic? That's a very good sign—people are already searching for it!

✅ **Check social media:** Are people asking about this in Facebook groups, on TikTok, any online forums like Reddit, or LinkedIn? If they're talking about it, they're interested.

✅ **Look for paid offers:** Are others selling e-books, templates, workshops, or online courses on this topic?

That's not a red flag—it's solid validation.

💡 If YES → Boom. You've found a high-demand topic! 🎯

💡 If NO → Consider adjusting your angle or exploring what's currently trending in alignment with steps 1 - 6. and 7.

🧠 **Pro Tip:**

If you find lots of people already offering something similar—celebrate it! That means there's real demand. Don't get discouraged just because you're not the first one.

People don't buy products—they buy people. They buy you.

Let your unique brand, voice, and style shine. There's plenty of room in the market for your version.

Your research results:

☐ YES!! → I've got a high-demand topic! 🎯

☐ NOPE → I explore in more detail what's currently trending in my field of expertise and go through steps1 to 7 again!

9️⃣ FORMAT CHOICE:
YOUR DIGTIAL PROUDUCT IS TAKING SHAPE!

You've nailed down your high-demand, crystal-clear digital product topic—congrats! 👏🙌

Now it's time to figure out: What format fits YOU best?

The right format makes all the difference. It can turn your product from a draining project into something that feels easy to create—and practically sells itself. 💸

👉 Let's find the format that matches your strengths, your style, your technical affinity and the time you have available by answering the following questions:

9️⃣ /1 FORMAT CHOICE:
HOW DO YOU LOVE TO SHARE YOUR KNOWLEDGE?

Pick the one that feels most like you:

☐ **A:** I love writing and breaking things down step by step.

☐ **B:** I enjoy speaking and teaching—video feels natural to me.

☐ **C:** I'd rather create tools or templates people can use on their own.

☐ **D:** I want to guide people through an interactive, hands-on experience.

💡 **Best-fit product format based on your answer:**

✨ **A** ➜ PDF guides, eBooks, or checklists

🎥 **B** ➜ Mini courses, webinars, or workshops

📁 **C** ➜ Templates, planners, swipe files, or toolkits

🌐 **D** ➜ Memberships, live coaching, or community-driven offers

9 /2 FORMAT CHOICE:
HOW COMFORTABLE DO YOU FEEL WITH TECH?
(SCALE: 1–5 – NO SHAME, JUST REAL TALK!)

1 Tech totally stresses me out—I need something super simple.

2 I'm a bit unsure and want as little tech involved as possible.

3 I can handle basic tools but need step-by-step guidance to feel confident.

4 I like tech and can figure out most tools, though I still appreciate support now and then.

5 I'm curious and open—I love exploring new tools and platforms!

💡 **Based on your answer, here's your ideal format:**

1–2 → Keep it simple & low-tech: 📄 Start with PDF guides, templates, or easy-to-use checklists.

3 → You're ready for slightly more structure: 🎧 Try an audio course, a simple mini online course, a swipe file bundle, or a live workshop (with minimal tech fuss).

4–5 → You've got the skills to go bigger: 🎥 Dive into a video-based online course, add companion materials, build a membership, or create a community-driven product.

🔢 /3 FORMAT CHOICE:
HOW MUCH TIME DO YOU REALISTICALLY WANT TO SPEND CREATING YOUR FIRST DIGITAL PRODUCT?
(SCALE: 1–5 – BE HONEST WITH YOURSELF 😉)

1 I need something I can finish in just a few hours.

2 A focused weekend project sounds perfect.

3 I'm fine spending a few weeks working on it.

4 I've got time and want to build something a bit bigger.

5 I'm ready to go all-in and create a full course or signature program.

💡 **Based on your answer, here's your ideal starting point:**

1–2 → Go for fast + focused: 📑 PDF guides, checklists, templates, or swipe files.

3–4 → Ready to invest a bit more time? 🎥 Create a mini online course, host a live workshop, or package up a swipe file collection.

5 → You're in it for the long game: 🌐 Think bigger—consider building a membership, a live coaching program, or a full online course.

9️⃣ /5 FORMAT CHOICE:
🚀 TIME, TECH & TEACHING VIBES = ALIGNED!

🎯 Based on your answers, we recommend this ideal format for your first digital product because it's your sweet spot—where your time, energy, and tech level all align!

Little time, low tech comfort	📄 E-book, checklist, or simple PDF guide
Medium time, low tech comfort	📁 Templates & plug-and-play resources (Canva, Excel, PDFs)
Medium time, tech-friendly	🎥 Mini course (video + PDF workbook)
Medium to high time, tech-friendly	📚 Full online course with video and supporting materials
Lots of time, highly tech-savvy	🌐 Membership or community-based product

Insert Your Idea Format To Begin With Here

👉 [_____] 👈

✨ 7 BONUS PROMPTS TO HELP YOU CONFIDENTLY FIND YOUR PERFECT DIGITAL PRODUCT IDEA ✨

⚡**New to ChatGPT? Here's how to get started:**

Step 1: Head over to https://chatgpt.com and create your account. (The free version will do just fine to get started.)

Step 2: Copy the prompts below, see what ChatGPT suggests, and feel free to ask a few follow-up questions to dive deeper.

Our tip for you: Take a moment to reflect on the answers—tweak, refine, and watch your product idea grow stronger with each step.

You've got this!

Now that you're set up with ChatGPT, it's time to unlock deeper insights.

Use these Bonus Prompts to sharpen your product idea and align it perfectly with your audience's needs. Let's make your first digital product not just good—but irresistible. ⬇

Prompt 1:
My target audience is [insert your audience, e.g., self-employed coaches, nutritionists, or craft businesses]. Please suggest 10 specific digital product ideas tailored to their needs, challenges, and goals. The ideas should be practical, easy to implement, and designed to create potential passive income.

Prompt 2:
I have several product ideas in mind and would like to identify which has the strongest potential for success. Please evaluate typical criteria such as demand, feasibility, audience relevance, and market potential. Based on your analysis, recommend which idea is best suited for a digital product—and explain why.

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WITH LOVE, CARE & PASSION

✨ 7 BONUS PROMPTS TO HELP YOU CONFIDENTLY FIND YOUR PERFECT DIGITAL PRODUCT IDEA ✨

Prompt 3:
List the most successful digital products in the [insert niche/topic, e.g., fitness, business coaching, dog training] space. Analyze why these products perform so well—including factors like audience targeting, offer format, and marketing strategy. Then suggest 10 actionable ways I can build on this success with my own digital product.

Prompt 4:
Analyze the most common daily challenges of [insert your audience, e.g., self-employed coaches, busy parents, or online business founders]. Suggest 10 specific digital product ideas that solve these problems. For each idea, clearly explain how it works and the real value it offers your audience.

Prompt 5:
Identify the 10 biggest desires and needs of [insert your audience/ideal clients, e.g., employed coaches, stressed mothers, or self-employed consultants]. For each, develop a specific digital product idea that addresses this need. Each idea should be practical, easy to implement, and focused on delivering meaningful value. Also, explain how each product can help them achieve their goals within [insert industry, e.g., coaching, nutrition, financial consulting].

Prompt 6:
What digital product formats work best in [insert industry]? List 10 proven formats—such as online courses, templates, or challenges—and briefly explain how each can help you serve your clients more effectively.

Prompt 7:
Identify five typical, challenging situations your [insert ideal clients, e.g., working mothers, self-employed coaches, or business leaders] face daily. Based on these, develop 10 specific digital product ideas that provide real solutions. For each idea, describe how it works, the value it delivers, and why it would be especially helpful for your audience.

🎯YOUR DIGITAL PRODUCT: FROM IDEA TO IMPACT!

⚡ **Time to bring it all together: your in-demand topic + the ideal format = your first digital product idea, ready to roll!** 🚀

You've uncovered what your audience is really looking for—now it's your moment to shape that insight into a powerful solution and map out your digital product concept. 👇

💡 **Digital Product Concept:**

Topic / Client Problem: _____

Solution / Product Idea: _____

Your Ideal Format (eBook, online course, webinar – live or recorded, podcast, checklist, templates, etc.):
- What format fits best? _____
- Why will this product be valuable for your audience?
_____
_____
_____
_____

- What transformation, result, or relief does it offer?
_____
_____
_____
_____

🎉 👉 **Your Knowledge + Real Demand = your next Digital Bestseller.**
✨ **It's time to bring your first Digital Product into the world—let's create your NU WAY!** 🔥

CREATE AND LAUNCH YOUR DIGITAL PRODUCT IN JUST 2 HOURS—YES, REALLY!

CREATE & LAUNCH YOUR DIGITAL PRODUCT IN JUST 2 HOURS!

Now that you know exactly what you want to create,
let's make sure you launch it as quickly and easily as possible!

⏳ Create your digital product in just 2 hours—with a simple, step-by-step strategy that saves you time, avoids overwhelm, and delivers real quality.

🔗 **Grab our mini course Digital Product Express Builder for just €17.99 + VAT (instead of €147 + VAT) and turn your idea into a finished digital product—in just 2 hours!**

👇 **Click here to get started!**

https://mynuways.thrivecart.com/ai-digital-product-express-builder/?coupon=DONEIN2HOURS

Join now for only 17,99€ (net)
[instead of 147€]

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