STEP-BY-STEP GUIDE

Pain Finder & Digital Product Creator

Find What Your Audience Will Pay For

Use AI deep research to find real pain points in your niche, then generate validated digital product ideas with outlines and pricing — in under 30 minutes. No code. No guesswork.

Difficulty: Beginner · Time: ~30 min · Primary Tool: Perplexity Deep Research · Cost: Free – £16/month

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The Game Plan

This guide gives you a repeatable system for finding what your audience will actually pay for — then turning those pain points into digital product ideas with names, outlines, and pricing. The whole process takes about 30 minutes using AI deep research tools that do the heavy lifting.

You will walk away with **3 validated digital product concepts** — each with a format, title, module outline, price point, and launch plan — built entirely on real frustrations from real people in your niche.

Who this is for

- ✓ Content creators with an audience who want to launch their first digital product but don't know what to sell
- ✓ Coaches, consultants, and course creators who want to validate ideas before investing weeks building
- ✓ Newsletter writers and YouTubers who want to monetise beyond ads and sponsorships

What you will build

A ranked list of 3 digital product ideas — each with a name, outline, pricing strategy, and launch plan — based on real pain points sourced from your audience's own words on Reddit, YouTube, Amazon reviews, and forums.

What you need

TOOL	COST	NOTES
Perplexity (primary)	**Free**	3–5 Deep Research queries/day on free. Pro = $20/m for unlimited.
Google Gemini (alternative)	**Free**	~5 Deep Research reports/day free. Best free option.
Claude (alternative)	**£16/m**	Best for deeper analysis. Paste raw data in for synthesis.

Why Perplexity? Unlike standard AI chat, Deep Research runs dozens of searches, reads hundreds of sources, and compiles a cited report — all from one prompt. It has a **Social focus filter** that restricts research to Reddit, forums, and social platforms, which is exactly where unfiltered pain points live. Every claim comes with numbered citations and direct links.

You also need: 30 minutes of focused time, and a clear idea of your niche and target audience. That's it.

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WHICH TOOL SHOULD I USE?

Start with **Perplexity** — it's purpose-built for research and gives the best citations. If you're on a budget, **Gemini** has the most generous free tier. Use **Claude** as a second step to paste in your raw findings and get deeper analysis.

STEP 01

Define your audience clearly

Before you run any research, write down who you're serving in one paragraph. Be specific. Vague niches produce vague results. The more concrete your audience description, the sharper the AI output.

Use this format:

PROMPT — AUDIENCE FORMAT

My audience: [Job title or identity] who want to [desired outcome] but struggle with [specific frustration]. They currently [what they do instead] and they hang out on [platforms/communities].

Examples:

- "Freelance designers who want consistent clients but struggle with pricing and proposals. They currently underprice their work and waste hours on custom quotes. They hang out on r/freelance, r/graphic_design, and Dribbble."
- "Beginner content creators who want to grow on YouTube but struggle with scripting and thumbnails. They spend 10 hours per video and get 200 views. They hang out on r/NewTubers, r/youtube, and creator Facebook groups."

THE MOST COMMON MISTAKE

Going too broad. "Small business owners" is too vague. "Solo consultants who sell B2B services and struggle to get inbound leads" is specific enough for AI to find real, actionable pain points.

STEP 02

Mine pain points with AI deep research

Open Perplexity and switch to **Deep Research** mode. (On free, you get 3–5 queries per day — that's plenty for this.) Paste the following prompt, replacing the bracketed sections with your audience details from Step 1.

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PROMPT 1 — PAIN POINT DISCOVERY · COPY & PASTE INTO PERPLEXITY

You are an expert social listening analyst. Research Reddit, forums, YouTube comments, Amazon reviews, and online communities to map the top pain points in my niche.

NICHE: [YOUR NICHE]
TARGET AUDIENCE: [YOUR AUDIENCE DESCRIPTION FROM STEP 1]

Deliverables:
1. The top 5 pain points, ranked by intensity. For each:
— State it as a first-person customer quote
— Separate the surface problem from the deeper emotional fear underneath
— Include 2–3 real user quotes with source links
2. For each pain point, rate:
— Urgency (1–10): how badly do they need this solved?
— Willingness to pay (1–10): is there evidence they'd spend money?
3. Note whether people are already paying for inferior solutions
4. Flag any pain points where people have built their own workarounds (spreadsheets, templates, manual systems) — these are the strongest buying signals

Cite every claim. Prioritise sources from the last 12 months. Focus on Reddit, forums, and review sites over blogs and news.

Hit run and leave it for 3–5 minutes. Perplexity will search dozens of sources, read hundreds of posts, and compile everything into a cited report.

Where the best pain points hide

PLATFORM	WHAT TO LOOK FOR	WHY IT WORKS
Reddit	"I wish," "how do I," "frustrated with," "struggling to"	Anonymity = honesty. People share struggles they'd never post on LinkedIn.
Amazon reviews	2–3 star reviews on competitor products	Most nuanced. 5-star = useless praise. 1-star = rage. 2–3 star = real insights.
YouTube comments	"I tried X and it didn't work" on competitor videos	People describe exact failures and gaps in existing solutions.
Facebook groups	Search "struggling," "help," "can't figure out"	Active communities surface recurring problems faster than any survey.
Quora	Questions with many answers but no satisfying solution	The question itself is the pain point. Unsolved = opportunity.

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STEP 03

Score for monetisability

Not every frustration is worth building a product around. A complaint is not a buying signal. This step separates the pain points people will pay to solve from the ones they'll just moan about for free.

The 5 filters for monetisable pain

1. **Frequency:** The problem appears across multiple platforms and threads, not just one rant. If 50 people say it, it's real.
2. **Urgency language:** "I need," "I'd pay for," "is there anything that does X?" beats passive venting every time.
3. **Existing spending:** "I'm using [expensive tool] but hate it" proves they already have budget allocated. They're not price-shopping — they're solution-shopping.
4. **DIY workarounds:** When people build their own spreadsheets, Notion templates, or manual systems — they've already invested effort. Strongest buying signal there is.
5. **Emotional depth:** Surface pain sounds practical ("time management"). Monetisable pain is emotional ("I feel behind, embarrassed, afraid I'm not cut out for this").

Red flags — pain points people won't pay to solve

- ✕ Minor annoyances with free workarounds already available
- ✕ "Nice to have" improvements rather than urgent needs
- ✕ Problems affecting too few people to sustain a product
- ✕ Complaints about price (they want cheaper, not better — low margin)

THE CORE INSIGHT

A monetisable pain point is a problem so urgent it ranks in your customer's **top 3 priorities**. They will pay for relief, not just complain. If they're already spending money on an inferior solution, that's the strongest signal you can get.

STEP 04

Analyse competitors and pricing gaps

Now that you know the pain points, find out what already exists — and where the gaps are. Run this prompt in Perplexity for your top 1–2 pain points:

PROMPT 2 — COMPETITOR ANALYSIS · COPY & PASTE INTO PERPLEXITY

Research existing digital products (courses, templates, guides, communities) that address this pain point for my audience.

PAIN POINT: [PASTE YOUR #1 PAIN POINT FROM STEP 2]
AUDIENCE: [YOUR AUDIENCE]

For each competitor product found:
— Product name, creator, and URL
— Price point and format (course, ebook, template, membership)
— Key strengths based on positive reviews
— Key weaknesses and gaps based on negative reviews or complaints
— What customers say is missing

Summarise: What gap exists that a new product could fill? What price point is underserved?

Pricing benchmarks for digital products

2025–2026 benchmarks.

FORMAT	SWEET SPOT	NOTES
PDF guide / ebook	**£10–£19**	Standalone. Up to £49–£199 with bundles.
Template / single	**£7–£15**	Bundles dramatically increase to £39–£79.
Mini-course (3–5 videos)	**£37–£97**	Quick wins. High completion rate.
Full course (10+ modules)	**£147–£397**	Deep transformation. Needs social proof.
Cohort course (live)	**£497–£2,000+**	90%+ completion vs 3% for self-paced.
Membership / community	**£19–£49/m**	Recurring revenue. Needs ongoing value.

MOST CREATORS UNDERPRICE

67% of creators surveyed said their products were priced too low, but only 23% had raised prices in the past year. If your first instinct is £19, it should probably be £47. Information is free. People pay for **organised, implementable transformation**.

STEP 05

Generate product concepts

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This is where everything comes together. Take your top pain points from Step 2, your competitor analysis from Step 4, and feed them into this prompt:

PROMPT 3 — PRODUCT CONCEPT GENERATOR · COPY & PASTE INTO PERPLEXITY

Based on these validated pain points and competitive gaps for my audience:

[PASTE YOUR TOP 3 PAIN POINTS WITH URGENCY/WILLINGNESS SCORES]
[PASTE KEY FINDINGS FROM COMPETITOR ANALYSIS]

Generate 3 digital product concepts. For each:
1. Format: PDF guide, template bundle, mini-course, or membership — and why
2. Product name: compelling, specific, outcome-focused
3. Value proposition: one sentence using "I help [audience] achieve [outcome] by [method]"
4. Outline: 5–7 sections or modules with key deliverables per section
5. Price point: with justification based on competitor pricing
6. Quick win: what the buyer gets in the first 10 minutes
7. 3 bonus items that increase perceived value
8. Launch post: one tweet or caption to test interest

Rank the 3 concepts by: (a) revenue potential, (b) ease of creation for a solo creator, (c) how directly it solves the #1 pain point.

Quick decision guide: which format fits which pain?

IF THE PAIN NEEDS...	BUILD THIS	PRICE RANGE
A quick answer or shortcut	PDF guide or template	**£10–£49**
A system to implement	Template bundle or toolkit	**£29–£197**
Step-by-step transformation	Online course	**£47–£497**
Ongoing support and accountability	Community or membership	**£19–£49/month**

STEP 06

Build your product spec

Pick your strongest concept from Step 5 and turn it into a full product specification. This gives you everything you need to start building.

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PROMPT 4 — PRODUCT SPEC BUILDER · COPY & PASTE INTO PERPLEXITY

Create a detailed product specification for: [PRODUCT NAME FROM STEP 5]

Include:

1. Full module/section breakdown with learning outcomes per section
2. Time to complete for the buyer
3. Time to create for a solo creator (be realistic)
4. Recommended delivery format (video, PDF, template, live, or hybrid)
5. 3-tier pricing strategy (Basic, Pro, Premium) with what each tier includes
6. Launch checklist: the 10 steps to go from this spec to a live product
7. 3 pre-launch emails to warm up your audience before launch day
8. Sales page outline: headline, subhead, 3 bullet points, objection handler, CTA

After this step, you have a complete blueprint. You know the pain point, the product format, the price, the outline, the launch plan, and the sales angle — all built on real data from real people in your niche.

Validate before you build

This is the step most creators skip — and the reason most digital products fail. **34% of all Gumroad products have made exactly zero sales.** Almost always because the creator built before validating.

3 fast validation methods (pick one)

1. **Content test.** Post content about the pain point and measure engagement. Comments saying "I need this" or "how much?" are buying signals. Likes are not.
2. **Landing page test.** Create a simple page on Carrd, Stan Store, or Systeme.io describing the product. Drive traffic from your content. Measure email signups — not likes, not shares, signups.
3. **Pre-sell.** Offer the product at a discount to early buyers before you build it. "I'm creating X for 20 early buyers — goes live in 3 weeks." If people enter credit card info, that's real validation.

THE ONLY VALIDATION THAT MATTERS

Interest is not intent. Someone saying "that sounds cool" is not validation. Someone entering their email is mild validation. Someone entering their **credit card number** is real validation. Optimise for the last one.

Keep Building

Once you've validated your first product idea, the same system scales:

Build your product ladder. Use your remaining product concepts to plan a free → low-ticket → premium ecosystem. A free PDF leads to a £47 mini-course leads to a £497 cohort. Each product sells the next one.

Run the research quarterly. Pain points shift. New tools emerge. Competitors launch. Schedule a 30-minute deep research session every quarter to catch opportunities before anyone else.

Save your prompts as a Perplexity Space. Create a dedicated Space for product research and keep the prompts there as default instructions. Then future runs become a single click instead of rebuilding the workflow each time.

Use progressive pricing. Launch at a lower price and increase by £5–£10 every 20–30 sales. Early buyers feel rewarded, late buyers see social proof, and you discover your real price ceiling without guessing.

Mine your own content for signals. Your highest-performing posts, most-replied emails, and most-commented videos are telling you what your audience cares about. Cross-reference those topics with this research for the strongest ideas.

Quick reference — the full prompt sequence

Here are all four prompts in order. Copy, paste, customise the bracketed sections, and run.

#	PROMPT	WHAT IT DOES	TIME
Prompt 1	Pain Point Discovery	Find the top 5 pain points in your niche with urgency/willingness scores	3–5 min
Prompt 2	Competitor Analysis	Map existing products, pricing, strengths, weaknesses, and gaps	3–5 min
Prompt 3	Product Concept Generator	Turn pain points into 3 ranked product ideas with outlines and pricing	3–5 min
Prompt 4	Product Spec Builder	Create a full spec with modules, pricing tiers, launch checklist, and emails	3–5 min

The whole sequence runs in under 30 minutes. Save the prompts, rerun them whenever you want to explore a new niche or validate a new idea. The best digital products are built on **real problems from real people** — not guesses.

BuildWithSeb — Pain Finder & Digital Product Creator
Built by **@learnwithseb** · Four prompts. 30 minutes. Products your audience actually wants.
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