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Most research prompts spit out generic ideas and leave you guessing what to do next.

This set of prompts works as a system.

Each prompt creates clear, skimmable findings that the next prompt picks up and uses.

You start wide with Niche Research, feed those results into Product Research, then plug both into Customer Awareness.

Product Validation scores the idea, and the Marketing Plan prompt shows you how to sell your new product.

You get short executive summaries, evidence you can check yourself, and pass or fail targets so decisions are easy.

No fluff. No disconnected outputs.

Just a clean flow that helps you validate your business ideas and see if you should pass on them or build them.

I also included a case study at the end that walks you through using this entire system with an example product.

How To Use This System

NOTE: PDFs are hard to copy and paste from so I also included plain text versions of the 5 prompts you'll use to run this system. You'll find those in your download file.

User Inputs:

Each prompt has a user input section that you need to fill out. This tells the LLM about your idea/project.

You have two options for filling in the user inputs:

1. You can paste the prompts as-is and the LLM will (or should) tell you the inputs you need to fill out.
2. You can copy the prompts into Notepad or Word and fill out the user input section BEFORE running the prompt.

Running The Prompts:

There are 5 prompts in this system and you should run them in order.

You can use any popular LLM such as ChatGPT, Grok, DeepSeek, Claude, Gemini, or Qwen to run these prompts.

Your workflow will look like this...

➔ **PROMPT 1 Niche Research:** Open the first Niche Research prompt, paste it into your LLM, fill in the few inputs, and let it work. Select a niche you think is promising and move to the next prompt.

➔ **PROMPT 2 Product Research:** Run the Product Research prompt with the niche you selected from prompt 1 and other required info. Select a product you think is promising and move to the next prompt.

➔ **PROMPT 3 Customer Awareness:** Run the Customer Awareness prompts with the niche and product you selected from the other prompts. Select the awareness stage(s) you want to target.

➔ **PROMPT 4 Product Validation:** Run the Product Validation prompt with the niche, product, and audience awareness info you collected from the other prompts. This will tell you whether your product is good, bad, or needs a few tweaks.

➔ **PROMPT 5 Marketing Plan:** If the Product Validation prompt says your product is good, you'll Run the Marketing Plan prompt will all the info you've

uncovered about your product and niche to get inspiration about how to promote your new product.

Here's The Quick Tour Of The 5 Prompts

Step 1: Niche Research

You point the system at a broad market you care about and it spots two kinds of targets: proven pockets where people already buy and a few bold long shots with asymmetric upside. It shows quick proof you can check. You'll leave this step with a short list and one favorite niche you actually want to test.

Step 2: Product Research

Drop your chosen niche into the second prompt. It turns that niche into product ideas. You'll see what is selling, what is missing, and how you could enter without burning months. Grab an idea that catches your eye and move to the next prompt.

Step 3: Customer Awareness

Now we translate research into language real people care about. This prompt reads your niche and product idea and figures out what your audience already knows. Are they just feeling the problem, shopping for solutions, or comparing apps right now. You'll get the words and proof that fit their stage of awareness, so your marketing message doesn't miss.

Step 4: Product Validation

This is your gut check with receipts. It scores the idea and gives it to you straight. No grand plans. Just pass or fail bars that tell you if your hunch deserves to be built or needs to be refined, or if you should pass on it.

Step 5: Marketing Plan

With a validated idea in hand, this turns everything into what to publish first. You'll get a couple of marketing angles, a few avatar snapshots, the likely objections and how to answer them, starter keywords, and a handful of creative briefs you can use to start building out your marketing assets.

A Few Practical Tips

Keep a note file open while you work.

As you run the prompts, paste info you'll need (niche, product, etc.) to run the subsequent prompts into this file so it's easy to access.

If the model surfaces weak or conflicting signals, don't force it.

If an idea doesn't pass the Product Validation prompt (step 4) you can refine it and run the validation again, or ditch the idea and start over from step 1.

By the time you finish, you won't just have ideas.

You'll have a shortlist with proof, words that match your buyer's headspace, and a tiny launch plan.

Now let's jump into the prompts...

Each of the 5 prompts are found between the **<PROMPT>** **</PROMPT>** tags.

I also included plain text versions of the prompts if you have trouble copying and pasting the prompts from this PDF.

#1 Niche Research Prompt

This prompt helps you spot markets that already buy and ones with fresh room to grow.

You'll give a broad direction and it returns proven niches plus a few bold long shots, each with quick proof you can verify.

The goal is to find a niche to target that's easy to dominate.

Niche Research Prompt Scoring Framework Explained

What this is:

A simple way to rank niches by how promising they are for a solo founder.

Dimensions (Scored 1–5):

- **Demand:** Are people already buying/searching/talking?
- **Competitiveness:** Can a solo stand out without huge spend?
- **Monetization:** Can you charge real money and/or earn repeats?

How to read the numbers (examples):

- **5 = Strong**
 - *Demand:* Recent reviews and growing search.
 - *Competitiveness:* Clear angle rivals ignore.
 - *Monetization:* Multiple price points or repeat buys.
- **3 = Mixed**
 - Some demand, but crowded messaging or thin pricing power.
- **1–2 = Weak**

- Stale/low demand or a brutal price war.

<PROMPT>

ROLE

You are a skeptical growth analyst for solo online entrepreneurs. Your job is to surface (1) proven money-making niches and (2) outlier, under-served niches with asymmetric upside. Be specific, cite evidence, and avoid hype.

OBJECTIVE

Given a broad market direction from the user, produce a short, ORIGINAL executive summary plus two ranked lists:
A) Proven Niches (validated demand, active buyers, visible competitors making sales)
B) Outlier Niches (risky or novel, little to no direct competition, supported by weak but intriguing signals)

CRITICAL RULES (read carefully)

- 1) Evidence-first: For every niche, include 2-4 concrete signals (e.g., sales rankings, review counts, growth rates, keyword volume trends, recent ad/UGC momentum, community activity). Link to sources and add the observation date.
- 2) Freshness: Prefer signals from the last 180 days. If unavailable, say so and downgrade confidence.
- 3) No invention: If you can't verify a claim, don't make it. Output "INSUFFICIENT EVIDENCE" where data is thin.
- 4) Practicality for solo business owners: Exclude niches that require (a) heavy regulation/compliance expertise without budget, (b) large upfront inventory/MOQs, or (c) complex enterprise sales cycles—unless you clearly state a solo-friendly angle.
- 5) Clarity: Use plain language. Keep each niche write-up tight and skimmable.

USER INPUTS (ask for these; proceed with defaults if any are missing)

- Broad Market: (one phrase, e.g., "weight loss", "jewelry", "remote productivity")
- Preferred Business Model: (choose any: SaaS, supplements, info-product, dropshipping/physical, services)
- Audience Constraint: (optional, e.g., "women 30-45 in US", "new dads", "etsy sellers")
- Budget and Capability: (one line on time/money/skills, e.g., "\$2k budget, good at writing, no coding")
- Platform Focus: (optional: Amazon, Shopify, TikTok, App Store, Gumroad, WordPress, etc.)
- Dealbreakers: (optional, e.g., "no paid ads", "avoid cold-chain", "no medical claims")

If any input is missing:

- Ask for inputs.
- If the user does not answer, proceed with reasonable defaults and clearly label assumptions.

SCORING FRAMEWORK (apply to every niche)

Rate each 1-5 and include a 1-line "why" per row:

- Demand: current buyer activity / search / sales velocity
- Competitiveness: ability to differentiate without big budget
- Monetization: price bands, repeat revenue, cross-sell potential

OUTPUT STRUCTURE (exactly this order)

1) Executive Summary (120-180 words)

- Capture the broad market, what's heating up, why now, and the main paths (proven vs outlier). End with a single recommended next action.

2) Proven Niches (these have competitors that are already making money) – Ranked List (8-12 items)

For each item, provide:

- Name: clear, specific niche label
- Solo Angle: how a solo founder can enter (model/offer idea)
- Why Now: 1 line timing rationale
- Signals: 2-4 bullets with brief metric + source link + (observed: YYYY-MM-DD)
- Scores: Demand / Competitiveness / Monetization / (1-5 each written as x/5)
- Notes: biggest objection or execution watch-out

3) Outlier Niches (these are underserved niches that may be riskier enter but have little or no competition) – Ranked List (5-8 items)

Same fields as Proven, plus:

- Edge Hypothesis: the non-obvious bet that could unlock disproportionate results
- Go/No-Go Trigger: the single metric that would quickly validate or kill it

4) The Best Opportunities

- Of the niches listed, name the 2 or 3 you think are the best to target – explain your reasoning.

BOILERPLATE CONSTRAINTS (apply automatically)

- Regionalize to the user's implied market if unstated (assume US).
- For supplements/info-products: avoid disease claims; suggest structure/function language only.
- For dropshipping: flag shipping times, returns, and brand/IP risks.
- For SaaS: flag API dependencies and data-privacy concerns.
- Keep individual niche write-ups $\leq$ 120 words before signals and scores.

QUALITY BAR

- If two or more strong signals contradict each other, mention the contradiction and lower the score.

- Remove any niche that cannot meet the evidence requirement; replace it with a better-supported option.
- Prefer specificity over breadth (e.g., “peri-menopause protein heuristics for women 40-50” beats “women’s fitness”).

BEGIN

Request the USER INPUTS. If the user has already provided them, proceed directly to the OUTPUT STRUCTURE.

#2 Product Research Prompt:

This prompt turns the niches you discover in step 1 into specific product ideas you can actually sell.

It shows what is working today and where competitors are leaving money on the table.

You get clear angles, price ranges, and simple notes on how a solo founder could deliver.

Product Research Prompt Scoring Framework Explained

What this is:

A quick gut-check. Does this product have proof, a way to be different, and sane ops for a solo?

Dimensions (Scored 1-5):

- **Demand:** Real buyers for this type of product?
- **Differentiation:** A specific, believable way you’re not “just another X.”

- **Monetization:** Healthy pricing/margins or recurring revenue.
- **Deliverability:** You can build/deliver it without drowning.
- **Danger (inverted):** Lower risk = **higher** score (claims, IP, platform policies, chargebacks).

How to read the numbers:*

- **5 = Strong**
 - Clear buyer signals, crisp edge, solid margins, easy-ish ops, low risk.
- **3 = Mixed**
 - It can work, but there's a notable weakness (e.g., margins or ops complexity).
- **1-2 = Weak**
 - Missing evidence or big risk for a solo.

* The scores for the Danger dimension are inverted (Lower risk <which is good> = **higher** score) so they make more sense

<PROMPT>

ROLE

You are a skeptical product strategist for solo online entrepreneurs. Your job is to surface (1) proven product opportunities already generating sales and (2) smart gap/innovation ideas that competitors haven't executed well yet. Be specific, show evidence, and avoid hype.

OBJECTIVE

Given a chosen niche and preferred business model, produce a SHORT, ORIGINAL executive summary plus two ranked lists:

- A) Proven Product Opportunities (clear demand, visible purchasers, validated mechanisms)
- B) Gap / Innovation Opportunities (unmet jobs, edge mechanisms, or bundles that solve ignored objections)

CRITICAL RULES

- 1) Evidence-first: For every product idea, include 2-4 concrete signals (reviews/sales ranks/keyword trends/UGC velocity/pricing/retention proxies). Link to sources and include observation date (double check to make sure link is accurate and valid).
- 2) Freshness: Prefer signals ≤ 180 days old. If older, label "STALE SIGNAL" and lower confidence.
- 3) No invention: If you're unsure, say "INSUFFICIENT EVIDENCE" and replace with a better-supported idea.
- 4) Solo-friendly: Recommend only approaches a solo business owner can execute with modest budget/time. If not, add a solo angle (partnership, pre-order, MVP, print-on-demand, 3PL, no-code).
- 5) Model-aware feasibility: Include specific feasibility notes for the chosen model (SaaS, supplements, info-product, dropshipping/physical, or services).
- 6) Clarity: Keep each product write-up tight and skimmable.

USER INPUTS (ask for these; proceed with defaults if missing)

- Chosen niche: (one line, e.g., "women's home strength training")
- Preferred business model: (SaaS, supplements, info-product, dropshipping/physical, services)
- Capabilities: (one line: time/money/skills; e.g., "<\$2k, copywriting, no coding")
- Platform focus: (optional: Amazon, Shopify, TikTok, App Store, Gumroad, WordPress, etc.)
- Constraints/dealbreakers: (optional: "no paid ads", "avoid claims", "no cold-chain", "ship under 7 days")

If any input is missing:

- Ask for inputs.
- If no reply, proceed with reasonable solo business owner friendly defaults and clearly label assumptions.

SCORING FRAMEWORK (apply to every idea)

Rate 1-5 and add a 1-line "why" per row:

- Demand: visible buyer activity (sales rank, reviews, search, signups)
- Differentiation: ability to stand out without large budget
- Monetization: price bands, margins/ARPU, repeat revenue
- Deliverability: ease of fulfillment/build/ops for a solo
- Danger: regulatory/platform/IP risk (invert score: lower danger = higher score)

MODEL-SPECIFIC FEASIBILITY NOTES (attach as relevant)

- SaaS: activation event, API dependency risk, data privacy, likely support load, churn vectors
- Supplements: COA/third-party testing, label/compliance (structure/function-no disease claims), MOQ/lead times, refund risk
- Info-product: proof assets to build, refund/chargeback risk, piracy mitigation, bonus stack leverage
- Dropshipping/physical: supplier QA, shipping times/returns, IP/brand terms, packaging/UGC requirements, bundle angles
- Services: scope control, productized tiers, turnaround SLAs, proof-of-work artifacts

OUTPUT STRUCTURE (exact order)

1) Executive Summary (120-180 words)

- Capture the niche state, what's already working, where rivals under-serve, and the top path for a solo. End with one recommended next action.

2) Proven Product Opportunities – Ranked List (8-12 items)

For each item:

- Name: clear, specific product concept

- Solo Angle: how a solo can enter (offer shape, delivery, first SKU/tier)
- Mechanism/Reason it Works: the functional “why”
- Price Band: low/mid/high with brief rationale
- Signals: 2-4 bullets (metric + source link + observed: YYYY-MM-DD)
- Scores: Demand / Differentiation / Monetization / Deliverability / Danger (1-5 each written as x/5)
- Feasibility Notes: model-aware bullets
- Notes: biggest objection or execution watch-out

3) Gap / Innovation Opportunities – Ranked List (5-8 items)

Same fields as Proven, plus:

- Unmet Job: the specific customer job competitors ignore
- Edge Hypothesis: non-obvious twist (mechanism, bundle, protocol, data, guarantee, community)
- Fast Validation Trigger: one quick metric that would kill or greenlight (e.g., cold CTR $\geq 1.8\%$, opt-in $\geq 22\%$, waitlist 100 leads at $< \$2$)

4) Best Opportunities

- Of the products listed, name the 2 or 3 you think are the best to target - explain your reasoning.

BOILERPLATE CONSTRAINTS

- Regionalize to user’s implied market if unstated (assume US).
- Supplements/info-products: avoid disease or income claims; use compliant wording.
- Dropshipping: flag shipping/returns/IP risks explicitly.
- SaaS: flag dependency on volatile third-party APIs and data handling concerns.
- Keep each product write-up ≤ 140 words before signals/scores/notes.

QUALITY BAR

- If two credible signals conflict, state the contradiction and lower the score.

- Remove ideas that fail the evidence requirement and replace them.
- Favor specificity over category labels (e.g., "adjustable kettlebell + progression app bundle" over "fitness gear").

BEGIN

Request the USER INPUTS. If the user has already provided them, proceed directly to the OUTPUT STRUCTURE.

</PROMPT>

#3 Customer Awareness Prompt:

This prompt figures out what your audience already knows and how to talk to them right now.

It maps the market from unaware to ready to buy and gives you message ideas, proof to show, and the best first call to action.

It's not smart to appeal to newbies and sophisticated customers with the same product.

This prompt shows you what stage of awareness the biggest segment of your audience is at so you can focus on those people.

This info helps you fine-tune your message so you're not over-simplifying things for a sophisticated audience, or over-complicating things for an audience who is not aware of what your product does.

Customer Awareness Prompt Scoring Framework Explained

What this is:

A fit check between your message and what the market actually understands right now—plus a quick risk read.

Scores:

- **Awareness Fit (1-5):** Are you talking to people at their real stage (Unaware / Problem / Solution / Product / Most-aware)?
 - **5:** Your offer + copy match the biggest stage perfectly.
 - **3:** Some fit, but angle/CTA mismatch.
 - **1-2:** You're pitching the wrong thing to the wrong stage.
- **Message Risk (0-5, higher = riskier):** How likely your message triggers policy/regulatory/credibility issues.
 - **1-2:** Conservative, compliant framing.
 - **3:** Manageable with proof/wording tweaks.
 - **4-5:** Claim landmines; likely ad/platform problems.

<PROMPT>

ROLE

You are a pragmatic conversion strategist. Your job is to analyze customer awareness for a given niche + product and

translate it into stage-specific messaging, proof assets, and fast tests a solo founder can run.

OBJECTIVE

Using the user's niche and product executive summaries from prior research, produce a SHORT, ORIGINAL executive summary and a complete awareness map across Eugene Schwartz's stages: Unaware → Problem-aware → Solution-aware → Product-aware → Most-aware.

Tie each stage to messaging, offers/CTAs, channels, and evidence.

CRITICAL RULES

- 1) Evidence-first: Support claims with 2-5 concrete signals (review patterns, search intent, social chatter, ad saturation, competitor positioning). Link to sources and add observation dates when possible.
- 2) Freshness: Prefer signals from the last 180 days. If not available, mark "STALE SIGNAL" and lower confidence.
- 3) No invention: If evidence is weak, say "INSUFFICIENT EVIDENCE" and propose what to check next.
- 4) Solo business owner friendly: Recommendations must be executable by a solo founder with modest budget.
- 5) Plain language and tight formatting-skimmable for decision-making.

USER INPUTS (paste or type)

- Niche: (paste from Step 1)
- Product: (paste from Step 2)
- Audience constraint: (optional, e.g., "US, women 30-45")
- Platform focus: (optional)
- Constraints/dealbreakers: (optional)

If something essential is missing:

- Ask for inputs.
- If no reply, proceed with reasonable assumptions and label them clearly.

AWARENESS DIAGNOSTIC (how to reason)

- Look for signals of saturation vs novelty: repeated promises, "best X for Y" keywords, comparison content, brand searches, UGC volume.
- Infer stage distribution from: search intent mix, review language ("tried everything" = solution-aware fatigue), ad angles, community questions, and platform heuristics.
- Consider compliance/platform risk where awareness is driven by sensational claims (supplements/info-products).

OUTPUT STRUCTURE (exact order)

1) Executive Summary (120-180 words)

- Summarize current awareness landscape, what's heating up, the biggest message risk, and the single next action.

2) Awareness Split & Confidence

- Table with stages → % estimate (must sum to 100), Confidence (Low/Med/High), 1-line rationale each.
- "Primary Stage to Target First" with a 2-line justification.

3) Stage Playbooks (one block per stage; keep each stage ≤130 words before bullets)

For each stage include:

- Core Insight (what they believe/feel right now)
- Messaging Angle (headline archetype + 1 example)
- Proof to Show (which asset matters most)
- Offer & CTA (lead magnet/trial/low-friction purchase, etc.)
- Channel Priority (top 2)
- Red Flags (claims, IP, platform policy)
- Fast Metric (what success looks like for this stage in early tests)

4) Evidence Appendix

- Consolidated list of all sources with 1-line descriptors (what each supports) + observation date.

- If evidence was thin, add a 30-60 min Manual Evidence Checklist (exact queries, hashtags, subreddits, review filters) the user can run to confirm assumptions.

SCORING (include after item 2)

- Awareness Fit Score (1-5 written as x/5): How well the current product/offer matches the dominant stage(s). 1-line why.

- Message Risk Score (1-5 written as x/5, higher = riskier): Regulatory/platform/credibility risk. 1-line why.

BOILERPLATE CONSTRAINTS

- Regionalize to user's implied market if unstated (assume US).

- Supplements/info-products: avoid disease or income claims; use compliant structure/function language.

- SaaS: flag API/data dependencies and support load where relevant.

- Dropshipping/physical: flag shipping/returns/IP risks.

QUALITY BAR

- If two credible signals conflict, note the contradiction and lower confidence.

- Do not repeat generic advice; tie everything to the provided niche/product context.

- Prefer specificity over abstractions.

BEGIN

Request the USER INPUTS. If the user has already provided them, proceed directly to the OUTPUT STRUCTURE.

</PROMPT>

#4 Product Validation Prompt:

This prompt checks if your idea is worth your time and money.

It scores the idea on demand, differentiation, delivery effort, money potential, and risk, then gives three tiny tests you can run.

You'll finish with a clear call to run with your idea, refine it, or pass on it.

This prompt can save you a lot of heartache by preventing you from running with bad business ideas.

Product Validation Prompt Scoring Framework Explained

What this is:

A model-aware verdict that blends the five core dimensions and weights them by business type.

Dimensions (scored 1–5 each):

Demand • Differentiation • Deliverability • Dollars • Danger (inverted)

Overall score (1–5) and what it means:

- ≥ 4.2 — GO
 - Run your 48-hour tests and prep MVP/offer assets.
- 3.3–4.1 — ITERATE
 - One or two weak spots; design tests to fix or disqualify them fast.
- ≤ 3.2 — PARK

- Structural problems (no demand, ugly unit economics, high danger). Don't force it.

<PROMPT>

ROLE

You are a no-nonsense product validator for solo online founders. Your job is to evaluate a proposed niche + product against real-world signals, produce a single clear call (GOOD / REFINE / PASS), and design 48-hour micro-tests to confirm or kill assumptions quickly.

OBJECTIVE

Using the user's prior outputs (niche research, product research, and customer-awareness analysis), produce:

- 1) A SHORT, ORIGINAL executive summary,
- 2) A weighted scorecard across five dimensions,
- 3) A risk & assumption register,
- 4) Three 48-hour micro-tests with pass/fail thresholds,
- 5) A minimal unit-economics check and break-even goal,
- 6) A final decision and next steps.

CRITICAL RULES

- 1) Evidence-first: Wherever you assert demand or competitive facts, include 2-4 concrete signals (e.g., sales ranks, review recency, keyword volume trend, UGC velocity, pricing screenshots). Add source links + observation dates when possible. If no browsing is available, output a Manual Evidence Checklist with exact queries to run.
- 2) Freshness: Prefer signals from the last 180 days; mark older ones as STALE and reduce confidence.
- 3) No invention: If you can't support a claim, write "INSUFFICIENT EVIDENCE" and adjust the score downward.

- 4) Solo-friendly: Recommendations must be executable by a solo founder with modest budget/time.
- 5) Plain language, skimmable tables, no fluff.

USER INPUTS (paste or type)

- Niche: (from Step 1)
- Product: (from Step 2)
- Customer awareness: (from Phase 2 Customer Awareness prompt)
- Preferred business model: SaaS | supplements | info-product | dropshipping/physical | services
- Budget and capability: one line (e.g., "<\$2k, strong copy, no coding")
- Constraints/dealbreakers (optional): e.g., "no medical claims," "ship <7 days," "no paid ads"

If anything essential is missing:

- Ask clarifying questions.
- If no reply, proceed with reasonable solo business owner-friendly assumptions and label them clearly.

SCORING FRAMEWORK (5D)

Score each 1-5 and write a 1-2 line "why" per dimension.

- Demand – present, verifiable buyer activity
- Differentiation – ability to stand out without large budget
- Deliverability – realistic for a solo to fulfill/build/operate
- Dollars – monetization & margins (ARPU, AOV, LTV, repeat potential)
- Danger – regulatory/platform/IP/chargeback risk (invert: lower danger = higher score)

WEIGHTS by business model (normalize to 100%)

- SaaS: Demand 25 • Differentiation 20 • Deliverability 20 • Dollars 25 • Danger 10
- Supplements: Demand 20 • Differentiation 15 • Deliverability 15 • Dollars 20 • Danger 30

- Info-product: Demand 25 • Differentiation 25 • Deliverability 15 • Dollars 25 • Danger 10
- Dropshipping/physical: Demand 25 • Differentiation 15 • Deliverability 20 • Dollars 20 • Danger 20
- Services: Demand 25 • Differentiation 25 • Deliverability 20 • Dollars 20 • Danger 10

OUTPUT STRUCTURE (use exactly this order)

1) Executive Summary (120-180 words)

- State the product, strengths/risks, and your single recommended next action.

2) Weighted Scorecard

- Table: Dimension → Score (1-5 written as x/5) → Weight → Weighted Points → 1-2 line rationale.
- Overall Score (1-5).
- Confidence: Low / Medium / High (and why).

3) Risk & Assumption Register

- Top 6 items. For each: Statement → Evidence status (Strong / Weak / Insufficient) → Impact (High/Med/Low) → Mitigation or data to collect next.

4) 48-Hour Micro-Tests (design to be run before building more)

Provide exactly three tests tailored to the model, each with:

- Test Name & Setup (channel, audience, asset)
- Hypothesis (what success would indicate)
- Pass/Fail Thresholds (examples below; adapt to context)
 - Cold CTR $\geq$ 1.8% (short-form social)
 - LP opt-in $\geq$ 22% (lead magnet/waitlist)
 - Trial→activated $\geq$ 60% (SaaS MVP)
 - Pre-order CVR $\geq$ 2-3% on warm traffic
 - Survey/DM reply rate $\geq$ 10%
- What To Do If Pass / If Fail (explicit next step)

5) Minimal Unit Economics (one table + 3 bullets)

- Table fields (adapt to model): Price/AOV, COGS or Variable Cost, Gross Margin %, Est. CAC (test-based), Break-Even ROAS (if paid), Refund/Chargeback assumption, Shipping/3PL (if physical), Platform fees.
- 3 bullets: "What must be true to profit at small scale," "Biggest sensitivity," "Earliest leading indicator to watch."

6) Decision & Plan

- Call: GOOD / REFINE / PASS (pick one) + 2-line justification.
- 7-day Plan: bullet list of next actions tied to the micro-tests and unit-economics gaps.

7) Evidence Appendix

- Consolidated list of all sources used with 1-line descriptors + observation date.
- If evidence was thin, add a Manual Evidence Checklist (30-60 min) with exact queries (Amazon/G2/Reddit/TikTok/Trends), filters, and what to record.

MODEL-AWARE CHECKS (append where relevant)

- SaaS: Activation event, API dependencies, data privacy, likely support load, churn vectors.
- Supplements: COA/third-party testing, label/claims (structure/function only), MOQ/lead times, refund risk.
- Info-product: Proof assets to build, refund expectations, anti-piracy light touch, bonus stack.
- Dropshipping/physical: Supplier QA, shipping times & returns, IP/brand terms, packaging/UGC needs.
- Services: Scope creep control, SLAs, proof-of-work artifacts, capacity constraints.

BOILERPLATE CONSTRAINTS

- Regionalize to the user's implied market if unstated (assume US).
- Avoid medical or income claims; use compliant language.

- Keep each section concise and decision-oriented.

QUALITY BAR

- If two credible signals conflict, note the contradiction and reduce confidence.
- Remove any claim that cannot be supported; replace with what to verify next.
- Favor specificity over generalities in all recommendations.

BEGIN

Request the USER INPUTS. If the user has already provided them, proceed directly to the OUTPUT STRUCTURE.

</PROMPT>

#5 Marketing Plan Prompt:

This prompt turns all your research into a simple launch plan.

You get tested angles, quick avatar snapshots, objection answers, starter keywords, creative briefs, and fast experiments to run.

<PROMPT>

ROLE

You are a pragmatic GTM (go-to-market) strategist for solo online founders. Your job: turn prior research into a tight, testable marketing plan with angles, avatars, messages, SEO seeds, creative briefs, and 48-hour experiments.

OBJECTIVE

Using the user's niche + product + customer-awareness outputs, produce:

- 1) A SHORT, ORIGINAL executive summary,
- 2) A ranked Angle Matrix,
- 3) 2-3 Avatar Snapshots with hot buttons,
- 4) An Objection → Counter map,
- 5) SEO/keyword seeds and content plan,
- 6) Channel plan with creative briefs,
- 7) Landing-page hero blocks,
- 8) 48-hour tests with pass/fail thresholds,
- 9) A minimal analytics/KPI sheet.

CRITICAL RULES

- 1) Evidence-first: Tie recommendations to 2-4 concrete signals when possible (review patterns, search intent, UGC velocity, ad saturation, competitor claims). Add links + observation dates if available. If browsing isn't available, include a Manual Evidence Checklist with exact queries to verify after.
- 2) Solo-friendly: Everything must be executable by one person on a modest budget.
- 3) Awareness-aligned: Map each angle and CTA to the user provided market awareness of the audience.
- 4) No hype: No disease or income claims; use compliant structure/function wording for supplements and realistic expectations for info-products. Note platform policy risks.
- 5) Clarity > prose: Use tables and bullets. Keep each block skimmable.

USER INPUTS (paste or type)

- Niche: (from Step 1)
- Product: (from Step 2)
- Customer awareness: (from Step 3)
- Audience constraint (optional): region/demographic
- Platform focus (optional): e.g., TikTok, YouTube, Amazon, Shopify, App Store, Gumroad, WordPress
- Constraints/dealbreakers (optional): e.g., "no paid ads", "ship <7 days", "no medical claims"

If something key is missing:

- Ask clarifying questions.
- If no reply, proceed with reasonable assumptions and label them clearly.

OUTPUT STRUCTURE (use exactly this order)

1) Executive Summary (120-180 words)

State the market pulse, the strongest messaging wedge, the riskiest assumption, easy marketing wins, and the single next action.

2) Angle Matrix – Ranked (3-5 angles)

For each angle:

- Name (e.g., "Streak-First Simplicity")
- Core Promise (1 line, concrete)
- Mechanism (why it works)
- Proof Cue to show first (demo, stat, COA, testimonial

type)

- Primary CTA (lead magnet / trial / low-friction buy)
- Fast KPI (CTR or LP CVR target)
- Evidence Snip (1 short signal + source/date or "to verify")

3) Avatar Snapshots (2-3)

For each avatar (≤8 lines each):

- Who + Trigger Moment
- Top 3 Hot Buttons (ranked)
- Buying Frictions (ranked)
- Channels/Communities
- Offer Shape (what to show first)
- Tone/Visual Notes (how to look/sound)

4) Objection Map (Top 7)

Table: Objection → Counter-angle (one-liner) → Proof Cue to collect → Placement (LP hero / section / email # / ad hook).

5) SEO & Content Plan

- Keyword Seeds by Stage (5 per stage: short-tail + long-tail)
- Content Ideas (10 total: 5 Top of Funnel) / 3 Middle of Funnel) / 2 Bottom of Funnel) with:
 - Primary Angle • Proof asset to include • CTA
- On-page structure note (H1/H2, FAQ schema idea)
- Internal link plan (3 bullets)

6) Channel Plan & Creative Briefs

- Top 2 Channels (based on audience + angle fit) with “First 3 Experiments” each:
 - Hook line • Format (UGC, demo, carousel, Shorts) • CTA
- Success metric
 - Backup Channel (1) with 2 lightweight experiments
 - Creative Briefs (5 ads total):
 - Concept name • Beat outline (shot/script beats) •
- Social proof to include • Compliance notes

7) Landing-Page Hero Blocks (3 variants)

- Headline • Subhead • Primary CTA
- Micro-proof under CTA (≤ 12 words)
- Which angle + stage it supports

8) 48-Hour Tests (exactly three)

For each test:

- Name & Setup (channel, audience, asset)
- Hypothesis (what success would indicate)
- Pass/Fail Thresholds (adapt to context; examples below)
 - Cold CTR $\geq 1.8\%$ (short-form social)
 - LP opt-in $\geq 22\%$ (lead magnet/waitlist)
 - Trial $\rightarrow$ activated $\geq 60\%$ (SaaS MVP)
 - Pre-order CVR $\geq 2-3\%$ (warm)
- If Pass / If Fail next steps (explicit)

9) Minimal Analytics/KPI Sheet

- Table: Metric $\rightarrow$ Where measured $\rightarrow$ Target for next 14 days
- Leading indicators to watch (3 bullets)
- What to stop doing if metrics lag (2 bullets)

10) Evidence Appendix

- Consolidated sources with 1-line descriptors + observation dates.
- Manual Evidence Checklist (30-60 min) if any claims aren't verified: exact queries/hashtags/subreddits/review filters to run and what to record.

MODEL-AWARE GUARDRAILS

- SaaS: identify activation event; note API/privacy risks; suggest 1 in-app "aha" demo.
- Supplements: only structure/function claims; show COA/third-party testing; set refund/return expectations.
- Info-products: proof assets (module preview, worksheet), no income promises; set refund terms.
- Dropshipping/physical: shipping/returns/IP checks, packaging/UGC requirements, bundle angles.

QUALITY BAR

- Tie each recommendation to customer awareness + angle; avoid generic advice.
- Prefer specificity (names, scripts, beats) over abstractions.
- If two strong signals contradict, note the contradiction and reduce confidence.

BEGIN

Request the USER INPUTS. If the user has already provided them, proceed directly to the OUTPUT STRUCTURE.

</PROMPT>

Case Study / System Walkthrough

Now let's walk through the entire 5-step system.

The niche we'll be researching is "AI health apps"

I used ChatGPT 5 in Instant mode for this example.

Note: *AI still likes to make mistakes when citing sources (but it's gotten much better and continues to improve) so some of the links in the outputs below may be incorrect.*

Niche Research (Step 1)

We'll start by running the **Niche Research Prompt**.

Here's the inputs I used:

Broad Market: Health and fitness.

Preferred Business Model: AI app.

Audience Constraint (optional): Women aged 25-40 who make over \$80k/yr.

Budget & Capability: \$3k budget, I can write copy, I can't code but I'm decent at using no-code app building tools like Lovable as long as the app isn't too complex.

Platform Focus (optional): My website + app stores.

Dealbreakers (optional): No dangerous health advice.

Niche Research Prompt Output:

Here's what was generated when I ran that prompt....

Executive Summary

You're targeting the **health and fitness** market through an **AI-powered app** for **affluent women aged 25–40**. This group spends heavily on wellness, prefers flexible home-based solutions, and increasingly expects personalization powered by AI. The global women's fitness app market is projected to grow from \$4.82 B in 2025 to \$14.29 B by 2032 ([Coherent Market Insights, 2025](#)). The most viable solo path for you—given your \$3K budget and no-code ability—is to build a **lean MVP** around a single, well-defined use case rather than a feature-heavy platform.

Your audience is affluent, time-constrained, and trust-sensitive, meaning that differentiation should come from empathy and focus (e.g., “AI coach that understands your schedule and cycle”) rather than tech novelty. Two clear paths exist:

- **Proven niches** where women already spend on digital fitness.
 - **Outlier niches** with little competition but strong directional signals (cycle awareness, travel fitness, etc.).
-

Proven Niches

1. AI-Personalized Home Workouts for Women 25–40

Solo Angle: Build a subscription app offering adaptive 10–30 min workouts for women at home, factoring energy, schedule, and available equipment.

Why Now: Home fitness and AI personalization are both surging.

Signals:

- 75% of fitness app users are women ([Exercise.com, 2025-09-13](#))
- Market forecast from \$4.82 B → \$14.29 B by 2032 ([Coherent Market Insights, 2025](#))

Scores: Demand 4/5 | Competitiveness 3/5 | Monetization 4/5

Notes: Strong market, but many competitors (e.g., SWEAT, FitOn).

Differentiate via micro-personalization and tone.

2. AI-Driven Postpartum or Pre-Motherhood Fitness

Solo Angle: Focus on premium, gentle recovery and scheduling support for new or soon-to-be mothers.

Why Now: Growing demand for safe, postpartum-aware workouts.

Signals:

- Multiple reports cite prenatal/postpartum fitness apps as a key growth area ([HTF Market Intelligence, 2025-08-30](#))
- 50% of Americans trust AI as a personal trainer, especially women 30–44 ([FlexFitnessApp, 2025-01-04](#))

Scores: Demand 3/5 | Competitiveness 4/5 | Monetization 4/5

Notes: Excellent premium angle, but requires careful safety messaging.

3. AI Fitness + Nutrition Habit Builder for Busy Professional Women

Solo Angle: Offer AI-based daily micro-coaching combining short workouts and nutrition nudges.

Why Now: AI in fitness and wellness valued \$9.8B in 2024, growing 16.8% CAGR ([InsightAceAnalytic, 2025-03-19](#)).

Signals:

- High adoption of AI fitness tech among working women ([WomenTech.net, 2025](#))
Scores: Demand 4/5 | Competitiveness 3/5 | Monetization 4/5
Notes: Avoid regulated nutrition claims; focus on “energy and performance.”

4. Cycle-Aware Strength Training for Women 25–40

Solo Angle: Build an AI app adapting workouts by hormonal cycle to match strength and recovery phases.

Why Now: Women’s physiology is finally being integrated into mainstream fitness design.

Signals:

- “FemFit” concept shows design gap for cycle-based training ([Medium, 2025-08-30](#))
- AI fitness tech remains male-biased ([The Australian, 2025-10-27](#))
Scores: Demand 3/5 | Competitiveness 4/5 | Monetization 3/5
Notes: Excellent differentiation; requires privacy-sensitive onboarding.

5. Micro-Workout Habit Coach for Executive Women

Solo Angle: Offer AI-scheduled 10-minute sessions optimized for calendar gaps.

Why Now: Short-form workouts appeal to high-income, time-poor women.

Signals:

- Fitness app market at \$10.59B in 2024 ([Grand View Research, 2024](#))
- Strong remote-workout preference ([FitBudd, 2025-09-09](#))
Scores: Demand 3/5 | Competitiveness 3/5 | Monetization 3/5
Notes: Will need premium upsells; 10-minute formats limit price ceiling.

6. AI Wellness Integration (Fitness + Sleep + Stress)

Solo Angle: A holistic AI coach for body and mind, targeted at self-care-focused women.

Why Now: “Wellness stack” apps are expanding beyond workouts.

Signals:

- Fitness apps increasingly include sleep and stress tracking ([Research and Markets, 2025](#))
- AI personalization driving growth ([FitBizWeekly, 2025-06-27](#))
Scores: Demand 3/5 | Competitiveness 3/5 | Monetization 3/5
Notes: Wide scope—choose a single entry pain (e.g., sleep).

7. Premium Women-Only Fitness Community with AI Coaching

Solo Angle: Combine AI workouts with moderated female-only accountability groups.

Why Now: Women seek safety and belonging alongside personalization.

Signals:

- Subscription models dominate women’s fitness apps ([Coherent Market Insights, 2025](#))
- Community improves AI-trust among women ([FlexFitnessApp, 2025](#))
Scores: Demand 3/5 | Competitiveness 2/5 | Monetization 4/5
Notes: Requires ongoing moderation; can burn time fast for a solo founder.

8. Corporate Wellness App for Female Executives

Solo Angle: Partner with companies to deliver your AI app as part of wellness benefits.

Why Now: Corporate wellness budgets are increasing.

Signals:

- Fitness app market moving into enterprise integrations ([Business of Apps, 2024-12-18](#))
 - U.S. remains dominant iOS market ([NovaOneAdvisor, 2025-04](#))
Scores: Demand 2/5 | Competitiveness 3/5 | Monetization 4/5
Notes: Promising margins but long B2B cycles—not ideal for a solo founder.
-

Outlier / Underserved Niches

1. AI Fitness for Women Returning to Work After a Career Break

Solo Angle: Help women re-build fitness routines safely after a hiatus.

Why Now: Return-to-work life stages are emotionally and physically demanding.

Signals: Limited direct competitors; broad trust in AI fitness tools ([FlexFitnessApp, 2025-01-04](#)).

Edge Hypothesis: Mainstream apps assume continuous activity; you serve “reset mode.”

Go/No-Go Trigger: 1,000+ signups at \$20/month interest in 30 days.

Scores: Demand 2/5 | Competitiveness 4/5 | Monetization 3/5

Notes: Marketing language must feel supportive, not “fix-you.”

2. Cycle-Synced Strength Training for Women Executives (35–40)

Solo Angle: Hyper-target career women who want training matched to their hormonal cycle.

Why Now: Rising attention to female physiology in sports science.

Signals: Male-biased AI data gap creates opportunity ([The Australian, 2025-10-27](#)).

Edge Hypothesis: Precision cycle-syncing justifies premium pricing and loyalty.

Go/No-Go Trigger: <10% paid conversion in 60 days = kill.

Scores: Demand 3/5 | Competitiveness 5/5 | Monetization 2/5

Notes: Sensitive data handling essential; micro-niche but powerful.

3. AI Travel Fitness for High-Income Women

Solo Angle: AI suggests quick hotel-room workouts synced to flight schedules.

Why Now: Frequent travelers need flexibility; existing apps don't adapt to itineraries.

Signals: Growing home/remote fitness demand ([FitBudd, 2025-09-09](#)).

Edge Hypothesis: "Travel-proof" workouts could command premium pricing.

Go/No-Go Trigger: <100 traveling women express purchase intent.

Scores: Demand 2/5 | Competitiveness 4/5 | Monetization 3/5

Notes: Niche may require targeting through LinkedIn/Instagram travel hashtags.

4. AI Fitness for Women Entrepreneurs (Work/Life/Body Balance)

Solo Angle: Blend fitness + stress management routines synced to entrepreneurial schedules.

Why Now: Women entrepreneurs over-index on burnout and self-optimization trends.

Signals: Integration of fitness and stress features trending ([Research and Markets, 2025](#)).

Edge Hypothesis: Tailoring routines to "founder energy cycles" could create community stickiness.

Go/No-Go Trigger: 200+ signups in 30 days from female founders.

Scores: Demand 2/5 | Competitiveness 4/5 | Monetization 3/5

Notes: Message carefully—emphasize "support," not "fix burnout."

5. "Fit-Over-30" Functional Strength for Women 30–40

Solo Angle: Appeal to women past the weight-loss fad, focused on longevity and sleek strength.

Why Now: 30+ women underserved in app design; new wellness priorities emerging.

Signals: Women's app market rapidly expanding ([Coherent Market Insights](#)).

[2025](#)).

Edge Hypothesis: Functional-strength positioning commands respect and price premium.

Go/No-Go Trigger: <5% willingness to pay \$19–\$29/month = kill.

Scores: Demand 3/5 | Competitiveness 4/5 | Monetization 3/5

Notes: Must balance aspirational tone with realistic results messaging.

The Best Opportunities

1. **AI-Personalized Home Workouts for Women 25–40** — large, validated demand, low technical complexity, ideal for no-code MVP. Fastest path to revenue.
2. **AI-Driven Postpartum / Pre-Motherhood Fitness** — smaller but high-margin audience with clear unmet needs; best suited for empathetic branding and strong storytelling.
3. **Cycle-Aware Strength Training for Women Executives** — higher risk but distinctive; premium-price potential and press-worthy “female-first AI” angle.

Product Research (Step 2)

Using the niche research results I picked **“AI-Driven Postpartum / Pre-Motherhood Fitness”** as my niche.

Now we’ll find a winning product in that niche by running the Product Research Prompt using our chosen niche and the following inputs...

Chosen niche: AI-Driven Postpartum / Pre-Motherhood Fitness.

Preferred business model: SaaS app.

Capabilities: \$3k budget, I can write copy, I can't code but I'm decent at using no-code app building tools like Lovable as long as the app isn't too complex, I'm not familiar with the issues women face while trying to stay fit while pregnant.

Platform focus (optional): My website, app stores, instagram for organic marketing.

Constraints/dealbreakers (optional): No dangerous health advice.

Prompt Output:

Here's what was generated when I ran that prompt....

Executive Summary

The postpartum/early motherhood fitness space (within women's health apps) is showing strong growth: the global pregnancy-tracking & postpartum care apps market was ~\$USD 217M in 2022 and projected to ~\$874M by 2030. ([Grand View Research](#)) Meanwhile, the women's health app market more broadly was valued at ~\$4-5B in 2024 and growing at ~17-18% CAGR. ([Grand View Research](#)) For a solo founder using a no-code SaaS approach, this means there is room for a lean MVP targeting a specific postpartum fitness sub-segment (e.g., women 25-40 high income) with AI-driven personalization, safe guidance, and minimal health risk claims. Existing players validate demand but also signal gaps in deep AI personalization, premium segment focus, and underserved postpartum recovery jobs (pelvic floor/core repair, schedule flexibility, self-identity shift).

The recommended next action: build a lean landing page & waitlist MVP focused on one core value (e.g., 15-min AI workouts + postpartum core/pelvic-floor safe routines) and validate paid interest.

A) Proven Product Opportunities

Here are product ideas with established buyer activity and solo-feasible SaaS shapes:

1. Postpartum Core & Pelvic-Floor Recovery Program App

- Solo Angle: Launch a subscription web + mobile app (via no-code builder) that delivers an “AI” quiz, then a tailored 8-week program of safe postpartum core + pelvic-floor workouts for women 25-40.
- Mechanism/Why it Works: Research shows postpartum women search for safe recovery workouts (diastasis recti, pelvic floor) and existing apps show paid demand.
- Price Band: \$19–29/month or \$199/year (mid) given premium segment.
- Signals:
 - The “Every Mother” program offers on-demand express exercise therapy for postpartum core & pelvic floor starting at \$9.95/month. ([Every Mother](#))
 - The “Studio Bloom” app clearly states membership pricing: \$29/month, \$20/month annual. ([The Bloom Method](#))
 - A published study of pregnant/postpartum women preferences for healthy-lifestyle apps: in 2025 a sample of 235 women mean

age ~36 years. ([BioMed Central](#))

- Scores: Demand 4/5 | Differentiation 3/5 | Monetization 4/5 | Deliverability 4/5 | Danger 4/5
- Feasibility Notes (SaaS): Use no-code app builder (like Lovable or Bubble), start with a web version; AI personalization can start simple (quiz + rule-based) rather than full ML; data privacy must be handled but with minimal medical claims: focus on “safe postpartum movement” not “treating condition”.
- Notes: Need to validate credibility (especially for pelvic-floor/core recovery) and ensure the app doesn’t cross into regulated medical advice.

2. Pre-Motherhood + Early Pregnancy Fitness Transition App

- Solo Angle: Subscription app for women 25-40 planning pregnancy or in early pregnancy, offering AI-personalised fitness + mobility + habit modules.
- Mechanism/Why it Works: Women transitioning into motherhood want to maintain fitness and prepare for changes; fewer apps focus on this “pre-motherhood” transition stage.
- Price Band: \$24–35/month (premium) given planning mindset.
- Signals:
 - “Momday” app markets itself as supporting pregnant and postpartum women; free trial. ([Momday](#))
 - Women’s health apps overall trending: the pregnancy/postpartum tracking apps market projected growth.

([Polaris](#))

- Scores: Demand 3/5 | Differentiation 3/5 | Monetization 3/5 | Deliverability 4/5 | Danger 4/5
- Feasibility Notes: Your budget supports no-code build; need content (possibly outsource physiotherapist input) for early pregnancy fitness; stay within “safe exercises” disclaimers.
- Notes: Slightly more risk since pre-motherhood is less defined than postpartum; must clearly differentiate from generic prenatal apps.

3. AI-Driven “Busy Mom Micro-Workout” SaaS App

- Solo Angle: App delivers ultra-short (10-15 min) AI-customised workouts for postpartum women with full schedules (baby + job) of high income.
- Mechanism/Why it Works: Time-poor mothers want high-efficiency programs; premium segment will pay for convenience + personalization.
- Price Band: \$15–25/month (entry) with upsell.
- Signals:
 - “The Bloom Method” app states “15 minutes a day” for postpartum recovery. ([The Bloom Method](#))
 - Fitness apps for women show pricing in \$20–30/month band. ([getburnapp.com](#))

- Scores: Demand 3/5 | Differentiation 4/5 | Monetization 3/5 | Deliverability 4/5 | Danger 4/5
- Feasibility Notes: Simpler build: fewer workouts required, rule-based AI easier; good solo fit.
- Notes: Lower price may reduce revenue; may need strong marketing to premium segment.

4. Postpartum Fitness + Habit Integration for Affluent Women

- Solo Angle: SaaS app combining AI workout scheduling + habit tracking (sleep + stress + baby-care recovery) for women 25-40 earning >\$80K.
- Mechanism/Why it Works: Affluent women may look for holistic solutions rather than just workouts.
- Price Band: \$29-39/month or tiered premium.
- Signals:
 - Women's health app market includes fitness + nutrition + wellness tracking, growing. ([Global Market Insights Inc.](#))
 - Apps with postpartum fitness included in list of "Best fitness apps for women 2025". ([getburnapp.com](#))
- Scores: Demand 3/5 | Differentiation 3/5 | Monetization 4/5 | Deliverability 3/5 | Danger 4/5
- Feasibility Notes: Slightly more complex build (habit tracking + integration). May require external data or partnerships.

- Notes: Risk of being “too broad” (workout + habits + recovery) and may dilute core value.

5. Postpartum Strength-Return App (Beyond Recovery)

- Solo Angle: App for women 25-40 who are 3-12 months postpartum and want to “return to strength training” (lifting, running) safely with AI-guided staging.
- Mechanism/Why it Works: Many programs focus on immediate recovery; fewer focus on the “return to serious fitness” phase post-baby.
- Price Band: \$24–30/month.
- Signals:
 - FitNest Mama program offers 0-6 week and 6-12 week postpartum plans and charges \$47/month for 6-month package. (fitnestmama.com)
 - There is a clearly marketed “return to running” component in postpartum programs. ([MamasteFit](https://mamasteFit.com))
- Scores: Demand 3/5 | Differentiation 4/5 | Monetization 3/5 | Deliverability 4/5 | Danger 4/5
- Feasibility Notes: Focused niche could permit strong branding. Build via no-code with program library + quiz + progression logic.
- Notes: May require more advanced content (strength training safe for postpartum) – need credible content or expert endorsement.

6. AI-Personalised Postpartum Nutrition Coaching Add-On (SaaS Tier)

- Solo Angle: SaaS feature/module that adds personalized nutrition guidance (not diet claims) for postpartum fitness app subscribers.
- Mechanism/Why it Works: Nutrition is a persistent pain point for postpartum women; a module increases ARPU.
- Price Band: Base workout app \$19/month + nutrition add-on \$9-12/month extra.
- Signals:
 - Many postpartum/fitness apps include “nutrition plans” as premium features (Momslab includes meal plans) ([App Store](#))
 - Fitness apps for women list show combined workout + meal plan models. ([getburnapp.com](#))
- Scores: Demand 3/5 | Differentiation 2/5 | Monetization 4/5 | Deliverability 3/5 | Danger 3/5
- Feasibility Notes: For solo founder, nutrition content can be templated; avoid making medical/diet claims (structure/function only).
- Notes: Must clearly separate from “medical nutrition”; compliance is important.

7. Postpartum “Return to Sport” Mini-Challenge App

- Solo Angle: A SaaS app delivering short-term (6-week) AI-guided mini-challenge programs for postpartum women returning to a specific sport (run, lift, cycling).

- Mechanism/Why it Works: Challenges drive engagement; niche return-to-sport mom market may pay premium for structured path.
- Price Band: \$39 one-time or \$19/month for challenge sequence.
- Signals:
 - Return-to-running postpartum programs exist. ([MamasteFit](#))
 - Programs with shorter durations (6-12 week) used in parenting fitness space.
- Scores: Demand 2/5 | Differentiation 4/5 | Monetization 3/5 | Deliverability 4/5 | Danger 4/5
- Feasibility Notes: Lower recurring revenue (short-term challenge) so may need follow-up funnel.
- Notes: Constraint: marketing to returning-to-sport moms may need more segmentation.

8. White-Label Corporate Wellness SaaS for Postpartum Women Employees

- Solo Angle: SaaS platform you build and sell/license to companies offering postpartum wellness to female employees (25-40) as benefit.
- Mechanism/Why it Works: Employer wellness budgets exist; postpartum transition support may differentiate benefits.
- Price Band: \$799–1,999/year per company or seat-based.
- Signals:

- Large women's health app market and interest in wellness.
([Global Market Insights Inc.](#))
 - Scores: Demand 2/5 | Differentiation 4/5 | Monetization 5/5 | Deliverability 2/5 | Danger 3/5
 - Feasibility Notes: This is more complex B2B SaaS, likely beyond solo founder budget/time (sales cycle, onboarding).
 - Notes: Probably less viable for your constraints unless you partner.
-

B) Gap / Innovation Opportunities

These are areas with weaker existing competition but good potential for smart edge plays.

1. Unmet Job: "AI Coach That Knows Your Baby's Age + Sleep/Feeding Schedule and Suggests Realistic Workouts"

- Name: Baby-Schedule-Synced Postpartum Fitness SaaS
- Solo Angle: Build a quiz and simple rule-engine that asks baby age, feeding schedule, sleep gaps, then recommends 10-15 min workouts timed for user's actual windows.
- Edge Hypothesis: Most apps assume users can workout at standard times; integrating baby schedule + fatigue = high relevance & stickiness.
- Fast Validation Trigger: Landing-page pre-signups >500 and opt-in at \$1 lead magnet within 30 days.

- Signals: None specific found — niche mostly un-filled; but given postpartum women report schedule/fatigue as barriers, this job exists. (Require own survey.)
- Scores: Demand 3/5 | Differentiation 5/5 | Monetization 3/5 | Deliverability 4/5 | Danger 4/5
- Feasibility Notes: Very solo-feasible (no heavy tech); simple rule logic; no heavy claims.
- Notes: Needs user research to validate schedule pain point and willingness to pay.

2. Unmet Job: “Premium AI-Personalised Strength-Return App for Postpartum Women Who Lift / Run”

- Name: Post-Baby Strength+Return SaaS
- Solo Angle: A premium tier app for postpartum women who were active pre-baby and want to return to strength/running; AI logic adapts program based on baby age, return stage, previous fitness level.
- Edge Hypothesis: Many recovery apps stop at “just get you moving”; few target the ambitious returner and premium earners (>\$80K).
- Fast Validation Trigger: Pre-paid screener with ≥ 50 sign-ups willing to pay \$49/month within 4 weeks.
- Signals: FitNest Mama offers 0-6 & 6-12 week programs and shows market exists. (fitnestmama.com)

- Scores: Demand 2/5 | Differentiation 5/5 | Monetization 4/5 | Deliverability 3/5 | Danger 4/5
- Feasibility Notes: Slightly more content-heavy (strength progressions) but still doable.
- Notes: Need to validate market size; higher price may require higher marketing cost.

3. Unmet Job: “AI Habit Coach + Fitness + Pelvic Floor for Post-Moms Who Want to Feel ‘Like Myself Again’”

- Name: Post-Mom Identity+Fitness SaaS
- Solo Angle: App that blends AI suggestions on workouts + habits (sleep, stress, core) + community for women 25-40 returning to self after baby.
- Edge Hypothesis: Emotional job (regain identity) not just physical; fewer apps integrate identity/psych/emotional along with fitness for postpartum.
- Fast Validation Trigger: Landing-page with lead-magnet (free “Reclaim Your Body After Baby” workbook) gets >1,000 downloads and >20% opted into paid tier.
- Signals: Study shows women’s postpartum app preferences include lifestyle/healthy-lifestyle not just fitness. ([BioMed Central](#))
- Scores: Demand 3/5 | Differentiation 4/5 | Monetization 3/5 | Deliverability 3/5 | Danger 4/5

- Feasibility Notes: Content and community may need more effort; possible to start lean with weekly videos + AI suggestions.
- Notes: Emotional/identity angle may be harder to convert to SaaS without strong brand trust.

4. Unmet Job: “AI Program for Post-partum Women With Minimal Equipment Who Travel Frequently”

- Name: Travelling Mom Post-Baby Fitness SaaS
- Solo Angle: App tailored to postpartum women with high incomes who travel for work or pleasure; AI selects workouts that require no equipment and adapt to hotel/airport room constraints + baby.
- Edge Hypothesis: Travel + postpartum + high income = niche with fewer dedicated options; premium pricing viable.
- Fast Validation Trigger: >300 sign-ups at \$29/month interest in 30 days from IG ads targeting “mom travellers”.
- Signals: While travel-fitness is talked about, rare specialized postpartum version found. (Indicates gap)
- Scores: Demand 2/5 | Differentiation 5/5 | Monetization 3/5 | Deliverability 4/5 | Danger 4/5
- Feasibility Notes: Lean build possible; targeting and marketing may cost more.
- Notes: Niche size may be small; must test carefully.

5. Unmet Job: “Corporate Wellness Add-On SaaS for Female Employees in Motherhood Transition”

- Name: Employer Post-Motherhood Fitness SaaS
 - Solo Angle: Sell SaaS licence to companies as part of benefits: postpartum fitness + wellness for women 25-40 returning to work.
 - Edge Hypothesis: Corporate wellness rarely addresses the postpartum transition; provides a differentiator for employers.
 - Fast Validation Trigger: Secure one pilot contract (company of 100+ female employees) within 90 days.
 - Signals: Women’s health app market is growing and employer wellness spending rising. ([Global Market Insights Inc.](#))
 - Scores: Demand 2/5 | Differentiation 5/5 | Monetization 5/5 | Deliverability 2/5 | Danger 3/5
 - Feasibility Notes: Requires B2B sales, contract management—less solo-friendly.
 - Notes: Good long-term upside but likely beyond budget/time for initial launch.
-

Best Opportunities

Given your constraints (solo founder, \$3k budget, no coding, target women 25-40 earning >\$80K), the **two best opportunities** are:

1. **Postpartum Core & Pelvic-Floor Recovery Program App** (Proven #1) — This hits clear demand, has validated pricing/leads, and you can launch lean via no-code. It aligns with your niche and is solo-feasible.
2. **Baby-Schedule-Synced Postpartum Fitness SaaS** (Gap #1) — This is a smart “edge” innovation: personalisation around baby schedule + fatigue is a strong job-to-be-done and is differentiated. It can be built lean and tests quickly.

If you had bandwidth for a third, the **Post-Baby Strength+Return SaaS** (Gap #2) is also enticing for premium audience fit, but likely slightly higher complexity in content.

Customer Awareness (Step 3)

Using the product research AI created for us above I decided to build a **“Baby-Schedule-Synced Postpartum Fitness SaaS.”**

Next I ran the Customer Awareness Prompt using the niche and product we discovered above, plus the following inputs...

Niche: AI-Driven Postpartum / Pre-Motherhood Fitness.

Product: Baby-Schedule-Synced Postpartum Fitness SaaS (Gap #1) — This is a smart “edge” innovation: personalisation around baby schedule + fatigue is a strong job-to-be-done and is differentiated. It can be built lean and tests quickly.

Audience constraint: women aged 25-40 earning >\$80k.

Platform focus: Instagram and X for marketing. App stores to host the

app. Plus my personal website.

Constraints/dealbreakers: The first version of the app will not have video demonstrations of the suggested workouts but I hope to add it to later versions.

Prompt Output:

Here's what was generated when I ran that prompt....

Executive Summary

For the niche of **AI-Driven Postpartum / Pre-Motherhood Fitness**, and your product concept—the **Baby-Schedule-Synced Postpartum Fitness SaaS** targeting U.S. women aged 25–40 with income > \$80K—here's where awareness currently stands: The broader women's-health and postpartum-care app markets are growing strongly (women's health apps at ~17.8% CAGR). ([Towards Healthcare](#)) At the same time, research shows many new moms struggle with exercise due to time/fatigue/schedule constraints. ([NL Times](#)) That suggests your “baby-schedule-synced” message addresses a real underserved job. The biggest risk: many in the audience may still be “problem aware” (they know they're out of shape or feeling disconnected) but may not yet recognise a SaaS/AI-app solution—in other words, you may need to guide them from problem → solution rather than straight to product. **Next action:** Identify one high-intensity pain point (e.g., “Can't find 15 minutes without baby interrupting”) and run a simple Instagram/X lead magnet test to validate message resonance before building heavy features.

Awareness Split & Confidence

Stage	% Estimate	Confidence	Rationale
Unaware	20 %	Medium	Some women aren't yet thinking "app for postpartum fitness" but are aware of time/fatigue strain.
Problem-aware	45 %	High	Many new moms recognise they've lost fitness, have less time, and feel "not myself" after baby. Research supports this. (NL Times)
Solution-aware	25 %	Medium	Some are aware of workout apps or programs for postpartum recovery, but few likely see a "baby-schedule-synced AI fitness app".
Product-aware	8 %	Low	Very few know your specific product yet (it's new) so audience recognition is minimal.
Most-aware	2 %	Low	A small fraction ready to buy immediately if the offer aligns.

Awareness Fit Score: 3/5 — Your product aligns best with women in the “problem-aware → solution-aware” stages; need to move them toward “product-aware” with messaging and credibility.

Message Risk Score: 2/5 — Low regulatory risk (fitness app, no dangerous health claims), but you must be careful not to over-promise or cross into “medical advice” territory.

Primary Stage to Target First: *Problem-aware* — Because the largest share (~45%) sits there, and your unique angle (baby-schedule-sync) is a strong hook for women who feel the pain but haven't seen a specific solution yet.

Stage Playbooks

Unaware

- **Core Insight:** “I’m busy, tired, and maybe I’ll fit in workouts later — but I haven’t connected that to an app solution.”
- **Messaging Angle:** Headline: “Why you’re *not* getting back to fitness after baby (and what most miss)”
- **Proof to Show:** Personal story testimonial + short stat (“80% of postpartum women find home workout apps helpful” from research) ([BioMed Central](#))
- **Offer & CTA:** Free opt-in: “7-day mini-guide: 10-minute moves when baby sleeps” → email capture
- **Channel Priority:** Instagram Reels + X (Twitter) feed posts
- **Red Flags:** Avoid body shaming or “fix yourself in 4 weeks” promises; keep tone supportive.
- **Fast Metric:** > 2% opt-in rate from cold Instagram traffic with a \$5 lead magnet.

Problem-Aware

- **Core Insight:** “I know I’ve lost fitness since baby; I’m frustrated by lack of time, energy, schedule chaos, I don’t know how to rebuild.”
- **Messaging Angle:** “You’re a high-achieving woman but your baby’s schedule has messed with your fitness — here’s a smart way to rebuild around it.”
- **Proof to Show:** Research quote (e.g., only ~19.5% postpartum women meet exercise practice targets) ([Frontiers](#)) + short user-quote: “I finally found 10 mins that fit between feeds.”

- **Offer & CTA:** Free mini-quiz: “Find your 3-step schedule-friendly fitness plan” → deliver via email + invite to waitlist for app with early-bird pricing.
- **Channel Priority:** Instagram stories + X posts with poll (“What’s your biggest barrier, time / energy / equipment?”)
- **Red Flags:** Don’t imply you cure “postpartum body” issues medically; keep to “movement after baby” language.
- **Fast Metric:** ≥ 500 quiz completions and 10% click-through to waitlist in 14 days.

Solution-Aware

- **Core Insight:** “I know there are apps/programs for postpartum fitness, but none seem to fit my schedule or consider baby interruptions.”
- **Messaging Angle:** “An app that *knows* when your baby naps, feeds, or is awake — and plans your fitness accordingly.”
- **Proof to Show:** Demo-wireframe screenshot of app “syncing baby schedule → workout slot” + mention of AI-driven schedule logic.
- **Offer & CTA:** Beta access invitation: “Join first 100 mothers on early pricing” → email + simple no-code pre-signup form.
- **Channel Priority:** Instagram carousel ad targeting mothers 0-12 months postpartum + X thread sharing user pain stories.
- **Red Flags:** Clarify tech is minimal at first (no video demo)—set expectations.

- **Fast Metric:** ≥ 200 sign-ups for early access within 30 days from targeted audiences.

Product-Aware

- **Core Insight:** “I’ve seen your app idea; now I’m comparing whether it’s worth paying and fits me.”
- **Messaging Angle:** “Here’s how the app works in real life — find your 10-minute slot, adjust for baby’s nap, stay consistent.”
- **Proof to Show:** Short screencast or mockup of app workflow + testimonials from early users (once available).
- **Offer & CTA:** Intro offer: “First month \$1 (then \$29/month)” or “lifetime founding member price \$199/year” → download link.
- **Channel Priority:** Retarget Instagram leads + X DMs/follow-ups.
- **Red Flags:** Avoid making claims like “lose 30 lbs in 4 weeks” which may set unrealistic-expectation risk.
- **Fast Metric:** Conversion rate $\geq 5\%$ from waitlist to paid users within first cohort.

Most-Aware

- **Core Insight:** “I’m ready to buy—just need trust, price comfort and proof this works.”
- **Messaging Angle:** “Join 500+ high-income mothers who fit back into strength routines using our schedule-smart app.”

- **Proof to Show:** Case-studies, “before/after” (respectful), pricing guarantee, refund policy.
 - **Offer & CTA:** Regular subscription “Live now – join the founding group” + referral incentive (“Invite a friend, both get \$10 off”).
 - **Channel Priority:** Newsletter/email, in-app upsell, Instagram live Q&A.
 - **Red Flags:** Make sure privacy & baby data handling is transparent (since baby schedule is part of logic).
 - **Fast Metric:** Churn rate < 15% after first month for paid cohort.
-

Evidence Appendix

- Grand View Research: global pregnancy-tracking/postpartum care apps market at US \$217.3 M in 2022, North America 37.9% share. ([Grand View Research](#))
- Coherent Market Insights: global women’s workout-apps for women market ~US \$4.82 B in 2025. ([Coherent Market Insights](#))
- Study: Prevalence of postpartum exercise ~19.5% in sample. ([Frontiers](#))
- Study: New moms face major challenges maintaining fitness routines after birth. ([NL Times](#))
- Study: 80% of pregnant/postpartum women agree apps help them exercise at home/outdoors. ([BioMed Central](#))

Manual Evidence Checklist (30-60 min)

- Search Instagram hashtags: [#postpartumnothingfits](#), [#newmombody](#), [#postpartumfitness](#) to see volume and posts.
- On X/Twitter search: “postpartum workout app” & “post-baby fitness schedule” – check noise & comments.
- In App Store / Google Play search “postpartum fitness app” – note number of reviews, rating, last update date.
- Survey 10 mothers in FB groups / Reddit r/NewMoms: ask “what’s your #1 barrier to fitness since baby?” capture responses.

This map gives you a clear playbook for each awareness stage, aligned to your niche, product, and target audience.

Product Validation (Step 4)

Now we’re going to validate our product to see if it’s worth creating.

We’ll run the Product Validation Prompt using the same niche and product info we uncovered above. We’ll also add the audience awareness which AI determined most of our audience was “Problem-aware.”

Awareness Split & Confidence

Stage	% Estimate	Confidence	Rationale
Unaware	20 %	Medium	Some women aren't yet thinking "app for postpartum fitness" but are aware of time/fatigue strain.
Problem-aware	45 %	High	Many new moms recognise they've lost fitness, have less time, and feel "not myself" after baby. Research supports this. (NL Times)
Solution-aware	25 %	Medium	Some are aware of workout apps or programs for postpartum recovery, but few likely see a "baby-schedule-synced AI fitness app".
Product-aware	8 %	Low	Very few know your specific product yet (it's new) so audience recognition is minimal.
Most-aware	2 %	Low	A small fraction ready to buy immediately if the offer aligns.

Plus will add the following other inputs...

Niche: AI-Driven Postpartum / Pre-Motherhood Fitness.

Product: Baby-Schedule-Synced Postpartum Fitness SaaS (Gap #1) — This is a smart “edge” innovation: personalisation around baby schedule + fatigue is a strong job-to-be-done and is differentiated. It can be built lean and tests quickly.

Customer awareness: Problem Aware - many new moms recognise they've lost fitness, have less time, and feel “not myself” after baby. Research supports this.

Preferred business model: Phone app.

Budget and capability: \$3k budget, I can write copy, I can't code but I'm decent at using no-code app building tools like Lovable as long as the app isn't too complex.

Constraints/dealbreakers (optional): The first version of the app will not have video demonstrations of the suggested workouts but I hope to add it to later versions.

Prompt Output:

Here’s what was generated when I ran that prompt...

1) Executive Summary

You’re exploring a **mobile SaaS fitness app** for postpartum women that syncs workout recommendations to their baby’s schedule and fatigue level — a differentiated take in a crowded but growing women’s fitness market. The macro-demand is solid: women’s health and fitness apps are projected to grow ~17-18 % CAGR, and postpartum activity participation remains under 25 %, showing both pain and gap. Your edge—time-sensitive personalization—is meaningful, but awareness sits mainly in the *problem-aware* stage: users feel the frustration yet don’t know an “AI schedule-smart” solution exists.

The main risk is **execution** (limited dev, content sourcing, and credibility). A lean no-code MVP can validate demand quickly through messaging and lead metrics rather than a heavy build.

Recommended next action: Run 48-hour message validation tests (Instagram/X + waitlist funnel) before any product build.

2) Weighted Scorecard (SaaS weights)

Dimension	Score	Weight	Weighted Pts	Rationale
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Demand	4 / 5	25	1.0	Postpartum fitness search volume strong; EveryMother, Studio Bloom, and Momslab report active subscriptions and recurring users.
Differentiation	4 / 5	20	0.8	Few competitors mention “schedule sync” or baby-aware timing; most focus on workouts or community.
Deliverability	3 / 5	20	0.6	No-code feasible but UX + data logic (sleep/feed inputs) will need polish; doable within \$3 K for MVP.
Dollars	3 / 5	25	0.75	\$19–29 / mo benchmarks validated; mid-tier ARPU plausible, churn risk moderate.
Danger	4 / 5	10	0.4	Low regulatory exposure if you stay within “safe movement” language and disclaimers.

Overall Score: 3.55 / 5 (REFINE)

Confidence: Medium — Market signals solid; product proof still untested.

3) Risk & Assumption Register

Statement	Evidence Status	Impact	Mitigation / Data Needed
Postpartum women will trust an AI-based app for workouts	Weak	High	Survey/test messaging emphasizing safety & personalization.
Schedule-sync personalization drives higher engagement	Insufficient	High	Build dummy prototype + measure click interest vs “generic fitness.”
Willingness to pay \$20 +/-month	Weak	Med	Waitlist with early-bird pricing; track conversion.

No-code MVP can integrate baby schedule inputs easily	Weak	Med	Prototype in Lovable/Bubble; measure data-input friction.
Messaging can break through “app fatigue”	Weak	High	48-hr CTR test with headline variants.
Credibility gap without medical/physio co-sign	Strong	Med	Use social proof, disclaimers, partner with certified trainer later.

4) 48-Hour Micro-Tests

Test 1 – Hook CTR Test (Instagram + X)

- **Setup:** 3 image ads + text variations (“Workouts that fit *your baby’s nap*”) to women 25-40 US, interests: postpartum fitness, motherhood.
- **Hypothesis:** If CTR $\geq 1.8\%$, message resonates.
- **Pass:** $\geq 1.8\%$ CTR → move to lead magnet test. **Fail:** $< 1\%$ → reposition around identity (“feel like yourself again”).

Test 2 – Waitlist Landing Page Opt-In

- **Setup:** One-page site (headline + mockup + “Join early access for \$1”).
- **Hypothesis:** If LP CVR $\geq 22\%$, women see clear value.
- **Pass:** $\geq 22\%$ → validate initial demand. **Fail:** $< 15\%$ → adjust headline/offer clarity.

Test 3 – Pre-Beta Survey + DM Responses

- **Setup:** Poll 50 moms via Instagram Stories + Reddit r/NewMoms.
- **Hypothesis:** $\geq 10\%$ responders volunteer email $\rightarrow$ genuine curiosity.
- **Pass:** $\geq 10\%$ reply rate $\rightarrow$ proceed to prototype. **Fail:** $< 5\%$ $\rightarrow$ refine persona or benefit framing (“energy vs body shape”).

5) Minimal Unit Economics Check

Item	Estimate
Price / month	\$24
Variable Cost	\$3 (app hosting, Stripe, email)
Gross Margin %	~88 %
Est. CAC (test-based)	\$10–15 (organic + low-paid test)
Break-Even ROAS	≈ 0.6 (profitable under 1:1 ROAS due to high margin)
Refund/Churn Assumption	15 % monthly
Platform Fees	15 % (App Store)

To profit at small scale: retain > 3 months LTV (\$60+) per user.

Biggest sensitivity: CAC & churn.

Leading indicator: waitlist $\rightarrow$ trial activation $> 30\%$.

6) Decision & Plan

Call: REFINE – strong concept, moderate evidence. Run micro-tests before any build.

7-Day Plan:

1. Write 3 Instagram/X ad variants + simple LP in Carrd.
 2. Spend <\$150 testing 1k impressions per variant.
 3. Track CTR + opt-in rate; gather 10+ qualitative DMs.
 4. If $CTR \geq 1.8\%$ and $LP\ CVR \geq 22\%$, begin Lovable MVP.
 5. Start collecting 3 expert quotes (physio/trainers) for credibility.
 6. Document all metrics → decide GO/NO-GO by Day 7.
-

7) Evidence Appendix

Core Sources (≤ 180 days):

- [Grand View Research 2025] Pregnancy-tracking/postpartum apps market US \$217 M → \$874 M by 2030 (verified growth).
- [Coherent Market Insights 2025] Workout Apps for Women market \$4.82 B → \$14.29 B by 2032.
- [Frontiers in Public Health 2025] Only 19.5 % of postpartum women exercise regularly.

- [BMC Pregnancy & Childbirth 2025] 80 % of women say fitness apps help exercise at home/outdoors.
- [App Store 2025] EveryMother & Studio Bloom active with thousands of reviews (4.8★, recent updates).

Manual Evidence Checklist (30–60 min):

- Google Trends queries: “postpartum workout app”, “mom fitness routine after baby”.
- Instagram hashtags: #postpartumfitness, #newmomworkout — check video counts & engagement rates.
- Reddit r/Fitness for Moms search “schedule” and “nap time workout” to capture language.
- App Store reviews for EveryMother, FitNest Mama — note common complaints (time & baby interruptions).
- Optional: Meta Ad Library keyword “postpartum fitness app” to see competitor angles.

✅ Bottom Line:

Real demand exists; your “schedule-synched” twist is novel. Run the three micro-tests immediately; if you hit CTR $\geq 1.8\%$ and opt-in $\geq 22\%$, move to a Lovable MVP build. If below thresholds, refine positioning around “regaining self + energy after baby.”

Marketing Plan (Step 5)

The Product Validation prompt revealed some good insights.

It gave our Postpartum / Pre-Motherhood Fitness app an overall score: 3.55 out of 5 which means the idea has potential but should be refined.

That's great advice to get at this early stage before we invest in building the actual app.

I'm going to keep this example simple and run the final prompt with the original Postpartum / Pre-Motherhood Fitness app.

If I were actually building this business, I would follow the advice and refine this idea.

So let's go ahead and run the last prompt which is the Marketing Plan Prompt using the following inputs...

Niche: AI-Driven Postpartum / Pre-Motherhood Fitness.

Product: Baby-Schedule-Synced Postpartum Fitness SaaS (Gap #1) — This is a smart “edge” innovation: personalisation around baby schedule + fatigue is a strong job-to-be-done and is differentiated. It can be built lean and tests quickly.

Customer awareness: Problem Aware - many new moms recognise they've lost fitness, have less time, and feel “not myself” after baby. Research supports this.

Audience constraint (optional): women aged 25-40 earning >\$80k.

Platform focus (optional): Instagram and X for marketing. App stores to host the app. Plus my personal website.

- Constraints/dealbreakers (optional): The first version of the app will not have video demonstrations of the suggested workouts but I hope to add it to later versions.

Prompt Output:

Here's what was generated when I ran that prompt....

1) Executive Summary

The postpartum fitness app market is crowded with workout libraries but thin on personalization. Your “baby-schedule-synced” angle cuts directly into the #1 friction shown in recent research—**time unpredictability** for new mothers ([Frontiers Public Health 2025](#)). The most powerful wedge is empathy + efficiency: *“Workouts that flex when your baby doesn’t.”* Awareness sits mainly at **problem-aware**, so educational + relatable storytelling beats tech demos early. The riskiest assumption: affluent moms will trust an AI scheduler without explicit safety proof.

Quick wins: 1) Position as *“the only workout app that fits your baby’s day.”* 2) Use schedule screenshots, not fitness bodies, as hero imagery. 3) Run 48-hour message tests before building anything.

2) Angle Matrix — Ranked

① Angle: “Baby-Schedule Sync” (Core Wedge)

- **Promise:** “AI that finds workout windows around naps & feeds.”

- **Mechanism:** Rule-based schedule prediction + short workouts.
- **Proof Cue:** Screenshot of schedule overlay.
- **CTA:** Free “Nap-Time Planner” quiz → waitlist.
- **Fast KPI:** CTR $\geq 1.8 \%$
- **Evidence:** Moms cite “no time” as top barrier (Frontiers 2025).

② Angle: “Feel Like Myself Again” (Emotional Recovery)

- **Promise:** “Regain strength & confidence without overwhelm.”
- **Mechanism:** Gentle progress plans; no judgment tone.
- **Proof Cue:** Testimonial quote + before/after schedule snapshot.
- **CTA:** “Find your 3-step post-baby plan.”
- **KPI:** LP CVR $\geq 22 \%$.
- **Evidence:** 80 % women say apps help exercise (BMC 2025).

③ Angle: “10-Minute Micro-Workouts for High-Achievers”

- **Promise:** “Short, smart workouts that fit any calendar.”
- **Mechanism:** AI chunks fitness into micro sessions.
- **Proof Cue:** Timer UI + “10 min” badge.
- **CTA:** “Try a 10-min sample plan.”

- **KPI:** Video view $\geq 50\%$ completion.
 - **Evidence:** FitNest Mama charges \$47/mo for micro programs (2025).
-

3) Avatar Snapshots

Avatar A – “First-Time Pro Mom”

- *Trigger:* 3–6 mo post-delivery returning to remote job.
- *Hot Buttons:* 1) Time control 2) Safety 3) Results w/out guilt.
- *Frictions:* Lack of energy, skepticism of AI, body image pressure.
- *Channels:* Instagram Reels, r/NewMoms, LinkedIn “working moms”.
- *Offer:* Quiz + waitlist “Your schedule-fit plan.”
- *Tone:* Warm, competent, non-judgmental design (minimal pink).

Avatar B – “Fitness Returner Mom”

- *Trigger:* Wants to get back to lifting/running safely.
- *Hot Buttons:* 1) Structure 2) Progress tracking 3) Data trust.
- *Frictions:* Fear of injury, wants expert validation.
- *Channels:* Instagram #postpartumstrength, YouTube shorts.
- *Offer:* “Beta test our strength-return module.”

- *Tone:* Professional + empowering.

Avatar C – “Serial Planner Mom”

- *Trigger:* Already uses Notion/Calendar for life management.
- *Hot Buttons:* 1) Integration 2) Metrics 3) Aesthetics.
- *Frictions:* App fatigue, data privacy worries.
- *Channels:* X (tech moms), Reddit r/Productivity.
- *Offer:* “Early access to calendar-sync feature.”
- *Tone:* Clean UX, “smart not cute”.

4) Objection → Counter Map

Objection	Counter-Angle	Proof Cue	Placement
“I don’t have time.”	“We plan <i>around</i> your baby.”	Schedule screenshot	Hero LP
“AI can’t know my life.”	“You control inputs — we just optimise.”	Demo GIF	Explainer section
“Is it safe?”	“Built with post-natal trainers + physios.”	Partner logos	Email #2
“I already have Peloton.”	“Peloton plans your workouts, not your day.”	Comparison chart	Ad carousel
“I’ll forget to use it.”	“Gentle reminders when your baby naps.”	Notification mockup	LP bottom

"Too expensive."	"Founding members lock \$19 lifetime."	Beta pricing badge	Checkout
"Privacy concerns."	"We store only anonymised schedule data."	Privacy blurb	FAQ

5) SEO & Content Plan

Keyword Seeds

- *Top-Funnel:* "postpartum workout time management", "new mom schedule tips", "AI fitness planner", "baby nap exercise", "micro workouts for moms".
- *Mid-Funnel:* "best postpartum app", "workout apps for mothers", "how to exercise with baby", "short home workouts new mom", "post-baby routine ideas".
- *Bottom-Funnel:* "postpartum fitness AI app review", "EveryMother vs Bloom Method", "baby schedule fitness app", "postpartum habit tracking app", "mom fitness subscription pricing".

Content Ideas

- *Top (5):* "Why You Can't Find Time to Workout After Baby", "AI Tools for Mom Life", "10-min Moves During Nap Time", "Comparing Postpartum Apps 2025", "How to Plan Your Day After Baby".
- *Middle (3):* "How Our App Builds Your Workout Around Baby", "Expert-Approved Postpartum Routines", "Real Moms Try AI Fitness Planning."

- *Bottom (2):* “User Stories: Week 1 Results”, “Founding Member Beta Invite.”

Include H2s for FAQ schema (“Is AI fitness safe postpartum?”).

Internal Links:

1. Blog → Waitlist LP CTA. 2) Comparison post → FAQ. 3) Blog → Instagram Reels.
-

6) Channel Plan & Creative Briefs

Primary Channels: Instagram & X

Instagram Experiments

1. **Hook:** “Your baby naps. You work out. AI makes it fit.” | Format: UGC Reel (voiceover + screenshot) | CTA: Free quiz link in bio | Goal: CTR $\geq$ 1.8 %
2. **Hook:** “EveryMother plans workouts; we plan your day.” | Carousel compare post | CTA: Waitlist signup | Goal: Save rate > 5 %.
3. **Hook:** “Nap times aren’t set — your fitness should be.” | Short clip of crying baby → notification mockup | Goal: View completion > 50 %.

X (Twitter) Experiments

1. Thread: “How AI can make motherhood less chaotic.” Goal: Profile click > 4 %.
2. Meme: Calendar filled with “Feed / Nap / Work” + caption “Your schedule’s the new coach.” Goal: Engagement rate > 2 %.

Backup Channel: Reddit r/NewMoms – AMA post about prototype (waitlist link goal $\geq$ 10 sign-ups).

Creative Briefs (5 ads)

1. “Nap Time Hack” – Show mom checking phone → AI suggests 10-min move.
 2. “AI vs Real Life” – Split screen baby crying + app rescheduling.
 3. “Calendar Hero” – Macro shot of synced schedule.
 4. “No Gym Guilt” – UGC quote “I stopped feeling behind.”
 5. “Founding Member Invite” – Beta pricing screenshot.
-

7) Landing-Page Hero Blocks

Variant A (Problem-Aware)

- *Headline:* “Workouts That Flex When Your Baby Doesn’t.”
- *Subhead:* “Smart AI plans short sessions around naps & feeds.”
- *CTA:* “Get My Free Nap-Time Planner.”
- *Micro-Proof:* “Built with certified post-natal trainers.”

Variant B (Solution-Aware)

- *Headline:* “The Only Postpartum App That Plans *Your Day*, Not Just Your Workout.”

- *Subhead*: “Personalized fitness that syncs to your real schedule.”
- *CTA*: “Join the Beta Waitlist.”
- *Micro-Proof*: “100 moms already testing.”

Variant C (Product-Aware)

- *Headline*: “Turn Chaos Into Consistency in 10 Minutes a Day.”
 - *Subhead*: “Founding member price \$19/mo — ends soon.”
 - *CTA*: “Claim Founding Member Access.”
 - *Micro-Proof*: “Cancel any time.”
-

8) 48-Hour Tests

Test 1 – Ad Hook CTR

- *Setup*: Instagram Reel + X post Angle #1.
- *Hypothesis*: “Baby-schedule” language draws click interest.
- *Pass*: CTR $\geq 1.8\%$ | *Fail*: $< 1\%$.
- *Next*: If pass $\rightarrow$ build LP; if fail $\rightarrow$ pivot to “feel-like-myself” angle.

Test 2 – Waitlist LP CVR

- *Setup*: Carrd page Variant A + quiz opt-in.

- *Pass:* CVR $\geq 22\%$ (> 50 emails in 48 h).
- *Fail:* < 15 % $\rightarrow$ revise headline / CTA.

Test 3 – DM Survey Conversion

- *Setup:* Ask Instagram Story poll $\rightarrow$ DM survey link.
- *Pass:* $\geq 10\%$ responders provide email.
- *Fail:* < 5 % $\rightarrow$ re-frame to emotional recovery hook.

9) Minimal Analytics / KPI Sheet

Metric	Where Measured	14-Day Target
Ad CTR	Instagram Insights / X Analytics	$\geq 1.8\%$
LP CVR	Carrd + ConvertKit	$\geq 22\%$
Email Opt-ins	ConvertKit	100 sign-ups
Early-Access Interest	Typeform survey	≥ 30 “ready to pay” responses

Leading Indicators

- Positive comments or saves on Reels > 1 %.
- 10 DMs asking “when is this available?”
- Email open rate $\geq 40\%$.

Stop If Lagging:

1. CTR < 1 % after two creative rounds.
 2. LP CVR < 15 % after message revise.
-

10) Evidence Appendix

Sources (≤180 days)

- Frontiers in Public Health (2025): Only ~19.5 % postpartum women exercise.
- BMC Pregnancy & Childbirth (2025): 80 % say apps help them exercise at home/outdoors.
- Grand View Research (2025): Postpartum app market \$217 M → \$874 M by 2030.
- Coherent Market Insights (2025): Workout Apps for Women \$4.82 B → \$14.29 B by 2032.
- App Store (2025): EveryMother & Studio Bloom 4.8★ with recent updates — confirms buyer activity.

Manual Evidence Checklist (30 min)

1. Search Instagram #postpartumfitness #newmombody → log avg likes / video count.

2. Reddit r/NewMoms → query “how do you find time to exercise” — capture top pain phrases.
 3. Google Trends → compare “postpartum workout app” vs “baby sleep app” to gauge volume.
 4. App Store → check top 5 “postpartum fitness” apps review dates and common complaints.
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Bottom Line:

Within 7 days you can verify message-market fit. If $CTR \geq 1.8\%$ and LP $CVR \geq 22\%$, proceed to build a **no-code MVP** focusing on schedule input + AI recommendation flow. If below thresholds, pivot to the “**Feel Like Myself Again**” emotional recovery positioning before coding anything.

Final Thoughts...

You can see how powerful this is compared to many other AI research prompts.

In our example above, learning that I should refine the idea before shipping it would have saved me a lot of time and money if I were really building that business.

A key benefit is that it’s not a collection of one-off prompts; these prompts build upon each other by taking data from one prompt and applying it to the others.

Our example was for an app, but you can use this approach for ebooks, supplements, dropshipping, or just about any other business idea to validate it before you start building.

To our continued success,

Nicolas Hevey

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