DIGITAL INCOME SOUTH AFRICA

Online Income Idea Proof Test Checklist

Test one small version of your idea before you spend too much time, money, or confidence building the full business.

THE PRINCIPLE Proof is not a feeling. Proof is behaviour.

1. Capture the idea

My idea in one sentence: I want to help [audience] solve [problem] by offering [solution].

The specific audience I want to reach:

The problem they already care about:

The result or improvement I can help them achieve:

Before I test

- [ ] I can explain the idea without jargon.
- [ ] I know who should see the test.
- [ ] I can complete the test without a large financial commitment.
- [ ] I am willing to change the offer if the evidence points elsewhere.

Start small. Build what works.

STEP 2

Design the smallest useful test

Reduce the full idea to something a real person can see, understand, try, or buy.

Full idea	Small proof test
Online course	A 60-minute workshop or live session
eBook	A one-page checklist, outline, or sample
Template pack	One useful sample template
Freelance service	One clear starter package
Consulting service	One paid problem-solving session
Niche website	One focused article or landing page
Email newsletter	One signup page and first issue
Affiliate site	One useful comparison or tutorial

My full idea:

The smallest version I can test:

What will the person receive, experience, or do?

What signal will count as useful proof?

KEEP IT SMALL The test should be quick enough to complete and clear enough to measure.

STEP 3

Run your 7-day proof test

The goal is not to become successful in seven days. The goal is to collect useful information.

1

Choose one idea
Write the idea in one clear sentence.

My idea:

2

Define the audience
Name the specific people who need this help.

My audience:

3

Create a small offer
Promise one useful and manageable result.

My starter offer:

4

Write the message
Prepare one LinkedIn post, WhatsApp message, or email.

My main message:

5

Share it
Reach 5-10 relevant people or publish it once.

Where I shared it:

6

Track the signals
Record replies, clicks, questions, objections, and interest.

What happened:

7

Choose the next step
Continue, improve, simplify, change, pause, or stop.

My decision:

STEP 4

Track the five proof signals

Early signals can guide your next move. Payment is strongest, but it is not the only evidence worth recording.

1 **Attention proof**
People click, read, watch, save, or spend time.
Views, impressions, saves, watch time

2 **Engagement proof**
People respond, comment, ask, or share.
Replies, comments, DMs, messages

3 **Trust proof**
People allow you to continue the conversation.
Signups, downloads, waitlist, call bookings

4 **Intent proof**
People ask about price, delivery, or next steps.
Price and availability questions

5 **Payment proof**
Someone pays, pre-orders, books, or buys a small version.
First sale, paid trial, consultation, template, or service task

My proof tracker

Signal or event	Number	What I learned
Views, clicks, or saves		
Replies or comments		
Questions or objections		
Downloads or signups		
Price or availability questions		
Sales, bookings, or paid trials		
Repeat requests		

STEP 5

Interpret the test and choose the next move

Judge the offer, audience, message, and channel before you judge yourself.

What happened?	What it may mean
No response	The audience, timing, headline, channel, or offer may need to change.
Questions	People are curious but need more clarity.
Price questions	There may be buying intent.
Clicks but no enquiries	The topic attracts attention, but the offer may be weak.
Signups or downloads	People want more, but may not be ready to buy.
First sale	Strong proof worth exploring further.
Repeat request	There may be a recurring need.

What did the test tell me?

- ☐ **Continue**
- ☐ **Improve**
- ☐ **Simplify**
- ☐ **Change audience**
- ☐ **Pause**
- ☐ **Stop**

The strongest signal I received:

The biggest question or objection I heard:

The one change I will make before the next test:

My next controlled step and completion date:

REMEMBER A failed small test is cheaper than a failed full build. Silence is feedback, not a personal failure. Build proof before you build big.