

I Accidentally Found a Boring Skill Making \$3K/Month

BRIDGE · Bucket 7 Discovery Receipt · Ep 1

The framework in 3 lines

1. Name your product after your buyer's tool — not after your skill.
2. Sell the integration, not the skill.
3. Publish on the platform where the buyer is already searching.

5-step first-action checklist

- 1. List 3 boring skills you've used at work for 4+ years.
- 2. Pick the ONE skill where a coworker asked you "how do you do that?" in the last 6 months.
- 3. Identify the TOOL your buyers use (Excel? Shopify? QuickBooks? Pinterest? Asana?).
- 4. Name your product after the tool, not the skill (Janet's pattern: "Etsy Seller Spreadsheet" not "Bookkeeping for Makers").
- 5. Publish a single listing on Gumroad at \$20-\$25 — or Etsy/TPT if your buyer is already searching there.

Your next 7 days

Day 1-2 Pick the skill + name it after the tool.

Day 3-4 Build the product (PDF, .xlsx, Notion, whatever your skill is).

Day 5 Upload to Gumroad (or Etsy/TPT if appropriate).

Day 6 Write 3 product description variants — each one names the time-suck it eliminates for the buyer.

Day 7 Post a helpful answer in 1 relevant Reddit subreddit / Facebook group / industry forum.