

THE

72-HOUR IDEA-TO-INCOME TEST

How to Find Out If Real People Will Pay You Real Money.
Before You Build Anything. Before You Spend Anything.
Before You Waste Another Weekend on Something Nobody Wants.

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Read This First (Seriously)

You know that feeling. You find a business idea that actually excites you. You spend a weekend picking a niche. Then a week choosing a platform. Then a month building something. You buy a course. Then another course. You set up a website nobody visits. You tell your spouse, "This one is different."

Then you launch. And nothing happens.

Not because the idea was bad. Not because you were lazy. Not because you're too old, too non-technical, or too late to the game.

Because every course, every guru, every YouTube expert told you the same thing: pick a niche, build a product, set up a funnel, THEN go find buyers. They had it backwards. And you paid for their mistake.

That's not your fault. You followed the instructions you were given. The instructions were wrong.

This guide exists to make sure it never happens again.

The 72-Hour Idea-to-Income Test is built on one principle:

Don't build anything until someone pays you for it.

Sell first. Build later. Let the market tell you what it wants. Then use AI to build it with the buyer's money.

I've been building businesses for 35 years. Calling card companies, automated dialers, mobile health screenings, a silicone wristband company that sold over 100 million units. \$112.3 million in career revenue. And I still Google embarrassingly basic things at least twice a week.

The one thing I've gotten right, every single time, is this: I never built anything people didn't already want to buy. I found the buyers first. Every time.

This guide gives you the same test I use. Five steps. 72 hours. You'll know if you have something real. Not an opinion. Not a theory. Proof.

The 72-Hour Test: Five Steps

Each step takes 2-4 hours. You don't need to do them all in one sitting. But finish all five within 72 hours, because speed is the point. The longer you think about it, the less likely you are to do it. Your brain is going to tell you to do more research first. That's the same brain that convinced you to buy three courses before selling anything. Don't listen to it.

STEP 1

Find the Hungry Crowd

Before you pick a product, you pick a crowd. Specifically, you're looking for people who are already spending money to solve a problem.

This is backwards from what most courses teach. They say: "Find your passion, then find an audience." That's how you end up with a beautiful product nobody buys.

Instead: find the buyers first. Then figure out what to sell them.

Where to look: Amazon bestseller lists (what are people buying?). Etsy trending searches. Facebook groups where people ask for recommendations. Google "best [product] for [audience]" and read the comments. Reddit threads where people complain about existing solutions. WhatNot, eBay, or marketplace "sold" listings (proof of actual purchases).

You're not looking for a gap in the market. You're looking for a crowd that's already buying and finding a way to serve them better, faster, or differently.

YOUR ACTION: Spend 60-90 minutes researching. Write down THREE hungry crowds you've found. For each one, write what they're already buying and where they're buying it.

STEP 2

Pick Your Offer Type

You've found hungry buyers. Now you need to decide what to put in front of them. There are only three types of offers in the world:

Physical products: Something they can hold. Sold on marketplaces, live platforms, your own site, or locally.

Services: Something you do for them. Consulting, coaching, freelancing, done-for-you work. Sold through outreach, directories, referrals, or ads.

Digital products: Something they download or access online. Guides, templates, courses, tools. Sold through a simple sales page.

Pick the one that fits your hungry crowd. Not the one you think is "best." The one where the buyers you found in Step 1 are already spending money.

Don't overthink this. You're testing, not committing for life.

YOUR ACTION: Pick ONE hungry crowd from Step 1. Pick ONE offer type. Write one sentence: "I'm going to sell [offer type] to [hungry crowd]." That's it.

STEP 3

Build the Minimum Sellable Version

Here's where most people screw up. They spend weeks (or months) perfecting something before a single buyer sees it.

Don't do that.

Your minimum sellable version is the smallest thing you can put in front of a buyer that solves their problem well enough to charge money for it.

For physical products: Source a small batch. Or find existing inventory. Or use print-on-demand. You don't need to design a product line. You need to put existing products in front of live buyers.

For services: Write a one-paragraph description of what you do and the result you deliver. That's your offer. You don't need a website. You need a clear promise.

For digital products: Write the outline. Don't build the full thing yet. Sell the outline as a pre-order or describe the end result. If people buy, then you build it. If they don't, you just saved yourself weeks of wasted work.

"But I don't know how to write copy that sells." You don't need to. Not yet. Right now you're testing, not selling at scale. When the time comes to write real sales copy, build email sequences, and create polished product descriptions, AI can handle all of it. More on that at the end of this guide.

This is the "sell first, build later" principle. It feels uncomfortable. That's how you know you're doing it right.

YOUR ACTION: Create your minimum sellable version. Physical: source or identify the product. Service: write the one-paragraph offer. Digital: write the outline and a description of the result.

STEP 4

Put It In Front of Buyers (Today, Not 'Someday')

This step separates the people who make money from the people who make plans.

You have a hungry crowd (Step 1). You have an offer (Steps 2-3). Now put it where the buyers can see it.

For physical products: List it on a marketplace. Go live on a selling platform. Post in Facebook buy/sell groups. The platform doesn't matter. Getting it in front of buyers TODAY matters.

For services: Send 10 direct messages or emails to people in your target market. Post in 3-5 groups or forums where your buyers hang out. Tell people what you do and what result you deliver.

For digital products: Post about it in communities where your buyers are. Run a small (\$10-20) Facebook or marketplace ad to your description page. If you can pre-sell even one copy, you've validated.

"But I don't have a sales page or a checkout system." You don't need one for validation. A PayPal link, a Venmo request, or a marketplace listing works fine right now. The professional sales pages and automated checkout come later, and AI builds those for you in hours, not weeks.

Your brain is going to tell you you're not ready. That you need to learn more. That you should research a little longer. Recognize that voice. That's the same voice that got you to spend \$1,500 on courses you never finished. Ignore it. Post the offer.

The goal is NOT to make a fortune in one day. The goal is to find out if anyone will pay for what you're offering. If the answer is yes, even once, you have something real.

YOUR ACTION: Put your offer in front of at least 50 real people within 24 hours. Track how many see it, how many respond, and how many buy (or express serious interest).

Proof This Works

My daughter Jennifer had never sold anything on WhatNot, a live selling platform. Never used the app. Never been on camera pitching products to strangers.

She didn't spend weeks planning. She sourced a rack of women's clothing she could get her hands on fast, pointed a camera at herself, and went live.

Four hours later, she'd sold \$4,287 worth of clothes to complete strangers who were throwing money at her like she'd been doing this for years. Over \$2,100 in profit. Day one. Zero experience. Zero "perfect setup."

She didn't succeed because she had a special advantage. She succeeded because she put something in front of hungry buyers and let them decide. That's the entire method.

STEP 5

Read the Scoreboard

72 hours have passed. Time to look at what happened. There are only three outcomes:

Outcome A: People bought. You have a validated offer. That puts you ahead of 90% of aspiring entrepreneurs who never get this far. Now you build the full version, improve it, and scale it. This is where you'll need real sales copy, email sequences, product descriptions, and a checkout system. (Don't worry. You won't need to learn how to do any of that yourself. Keep reading.)

Outcome B: People were interested but didn't buy. Your crowd is right, but your offer needs adjusting. Price might be off. The description might not be clear. The product might need a tweak. This is good data. Adjust and test again. You've spent 72 hours and maybe \$20, not six months and \$5,000.

Outcome C: Nobody cared. Also good data. You just saved yourself months of building something nobody wants. Go back to Step 1. Pick a different crowd or a different offer. Test again. The cost of being wrong is 72 hours. The cost of not testing is a year of your life.

YOUR ACTION: Be honest about which outcome you got. If A, you're ready for the next step. If B, adjust and retest. If C, pick a new direction and test again. No outcome is failure. Only not testing is failure.

That's the Test. Here's What It Didn't Cover.

If you followed the five steps, you now know something that 90% of aspiring entrepreneurs never learn: whether real people will pay real money for what you're selling.

That knowledge is worth more than any course, any coach, and any business plan.

But knowing people will buy is just the starting line. Because now you've got a new problem, and it's a good one:

How do you write sales copy that actually converts browsers into buyers? How do you build an email sequence that turns one sale into ten? How do you create a polished product, a real sales

page, and an automated checkout system without becoming a tech expert, hiring a team, or spending the next six months watching tutorials?

That's the other 80% of the work. And it's the part that used to require skills most people don't have. Copywriting. Funnel building. Product creation. Email marketing.

It's also the part that AI can now do for you.

The Idiot Engine

The Idiot Engine is the complete system for turning a validated idea into a real income stream. AI handles the skills you don't have: copywriting, funnel building, product creation, and email sequences. You focus on the only two things that actually make money: finding buyers and getting paid.

Five modules. Over 200 AI prompts tested on real campaigns. Works for physical products, services, and digital offers. Built for people who Google embarrassingly basic things and consider "copy and paste" an advanced computer maneuver.

The 72-Hour Idea-to-Income Test you just completed? That's Module 1. The other four modules are where AI takes over and builds everything you need to scale what you've validated.

\$29.95. One payment.

Let me put that number in context. That's less than the last course you bought and never finished. Less than the domain name and hosting for the website you haven't launched yet. Less than the Facebook ads you ran that got three likes from your cousins.

It's a dinner for two at a chain restaurant. Except instead of loaded potato skins, you get a system that builds your business while you sleep.

90-Day Money-Back Guarantee

Try The Idiot Engine for 90 full days. Use the AI prompts. Build your sales page. Set up your email sequences. If at any point you decide it's not for you, email us and get every cent back. No hoops, no "prove you tried it" nonsense. You keep whatever you've built. I can make this guarantee because people who actually use this don't return it.

You've Got Two Paths From Here

Path One: You close this guide and try to figure it out on your own. You Google "how to write a sales page." You watch 45 minutes of a YouTube tutorial on email marketing. You buy another course. Three months from now, you still haven't turned your validated idea into a dollar of real revenue. Not because you're not smart enough. Because the skills gap between "people will buy this" and "I have a business" is wider than most people realize.

Path Two: You grab The Idiot Engine for \$29.95 and let AI close that skills gap for you. The same AI that writes sales copy Fortune 500 companies pay \$20,000 for. The same AI that builds email sequences agencies charge \$5,000 to create. Except you get it for less than the price of a pizza and a six-pack, with 90 days to decide if it was worth it.

If you've read this far, you already know which path makes sense. You've already done the hard part. You ran the test. You validated the idea. All that's left is building what people are already willing to pay for.

Get The Idiot Engine

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P.S. The 72-Hour Test you just learned? That's the foundation. But the AI prompts in The Idiot Engine are what turn a validated idea into sales copy, email sequences, and a complete sales funnel. Over 200 prompts, tested on real campaigns. Everything you need to go from "people will buy this" to "people are buying this." \$29.95, 90-day guarantee, and you keep everything even if you ask for a refund.

P.P.S. The price won't stay at \$29.95 forever. Every person I've shown this to tells me I'm undercharging. They're probably right. But for now, I'd rather get it into as many hands as possible at a price that makes the decision a no-brainer.

Donny Farmer has been building businesses using direct marketing and direct response for over 35 years. Career revenue: \$112.3 million across calling card companies, a silicone wristband business that sold over 100 million units, digital products, and licensing deals. High school dropout. Proud graduate of kindergarten. Still Googles "how to add a page break in Word."

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