

totally free!

108

**RESOURCES & TOOLS
TO TURN YOUR
IDEAS INTO PRODUCTS**

108 (Totally Free!) Resources & Tools to Turn Your Ideas Into Products

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TheProductStartup.com

*Feel free to pass this ebook around but
please don't change any of the contents
when you do. Thanks!*

INTRO

Hi!

I've put together my favorite FREE tools to help you turn your ideas into marketable products. I have no affiliation with these tools – they are simply resources I use daily and I hope you find them useful.

This ebook follows the [DIY Product Development](#) process. An outline of it is on the next page.

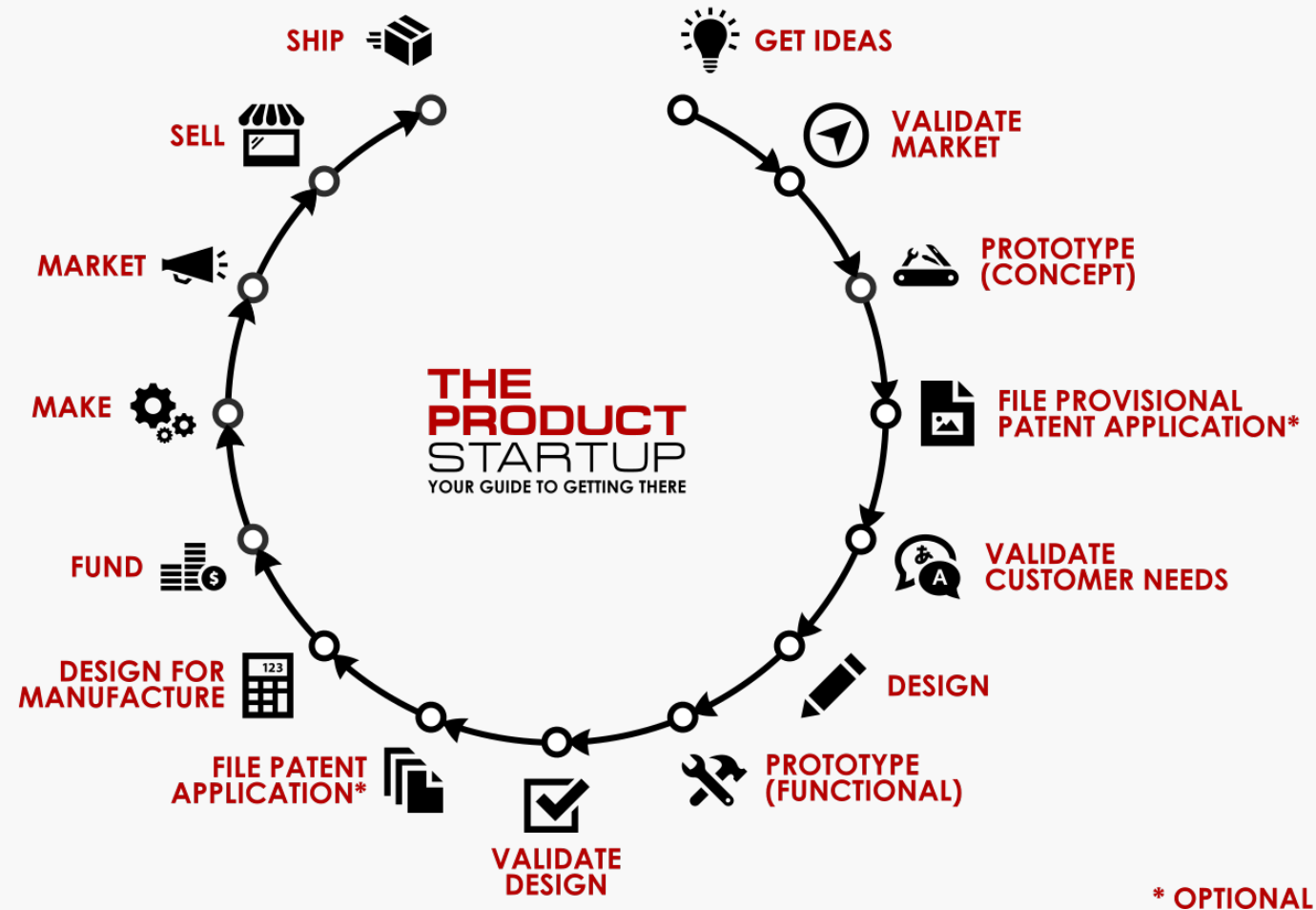
If I missed your favorite tool, or if you have any questions, feel free to [reach out!](#)

Let's get building!

FILIP



DIY PRODUCT DEVELOPMENT



GET IDEAS

[How Could It Be Different](#)

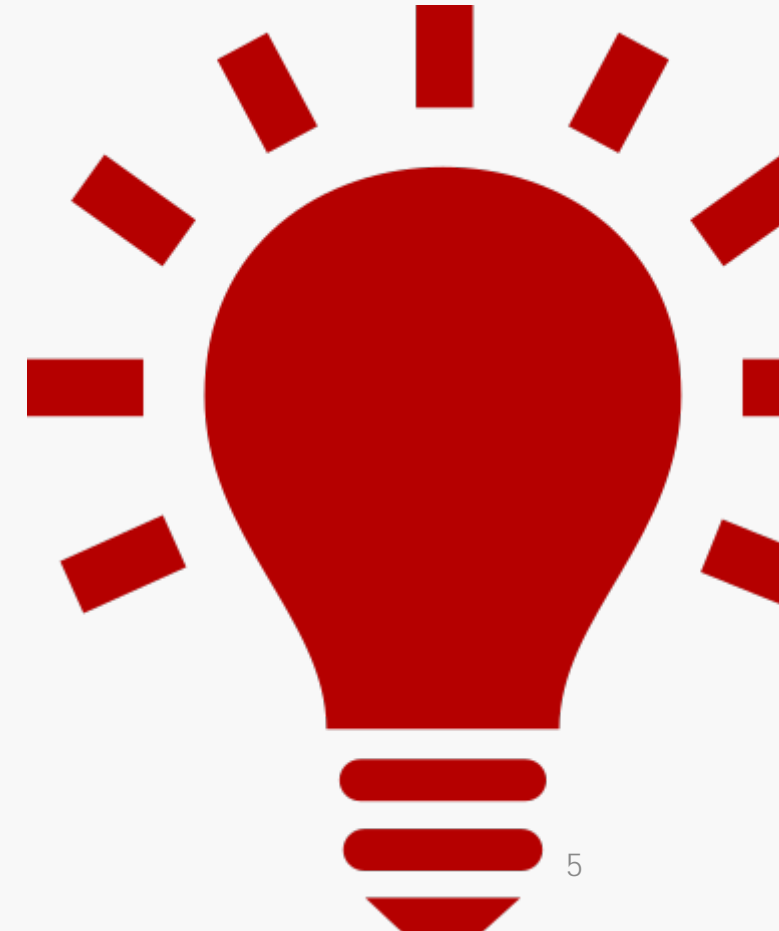
Submit and vote on ideas

[Yahoo! Answers](#) & [Quora](#)

Research a broad range of user-submitted problems

[Free Mind](#) & [Mind Meister](#)

Mind-mapping tools to organize your thoughts



VALIDATE YOUR MARKET

TREND PUBLICATIONS –
PRODUCTS THAT MAY BE POPULAR IN THE FUTURE

Trend Watching

Monthly reports on
worldwide trends

Trend Hunter

Ideas and trending
products (worldwide)

Springwise

Innovations and start-up
ideas (worldwide)

Trendsjournal

Worldwide sociopolitical
and economic trends

Consumer Barometer

Consumer device usage
and purchasing data



VALIDATE YOUR MARKET

CROWDFUNDING WEBSITES –
PRODUCTS THAT PEOPLE ARE BUILDING

Kickstarter

More credibility with
investors and focus from
the media

Indegogo

More flexibility with rules
and funding methods



VALIDATE YOUR MARKET

PRODUCT BLOGS –
COLLECTIONS OF UNIQUE OR POPULAR ITEMS

[ProductHunt](#)

Mostly new apps,
websites and software

[Fancy](#)

A collection of products
from all categories

[Firebox](#)

Cool and unusual
products for everyone

[Bless This Stuff](#)

Men's fashion,
technology, culture,
cars, and furnishings

[Polyvore](#)

Women's fashion,
beauty, and home
décor trends



VALIDATE YOUR MARKET

SOCIAL MEDIA & SEARCH –
PRODUCTS THAT PEOPLE ARE TALKING ABOUT

Pinterest

Popular Pins and topics
of the moment

Google Trends

Products and keywords
people are searching for

Websta

Most liked photos and
videos on Instagram



VALIDATE YOUR MARKET

ONLINE SALES –
PRODUCTS PEOPLE ARE SPENDING MONEY ON

Watch Count

The most popular
“watched” items on
eBay

Amazon Bestsellers

Top Amazon products,
based on sales

Amazon Movers...

Products with the fastest
improvements in sales
rank

Etsy Trending Items

Popular handmade
items

AliExpress Popular

Bestselling imported
products, sold wholesale



PROTOTYPE (CONCEPT)

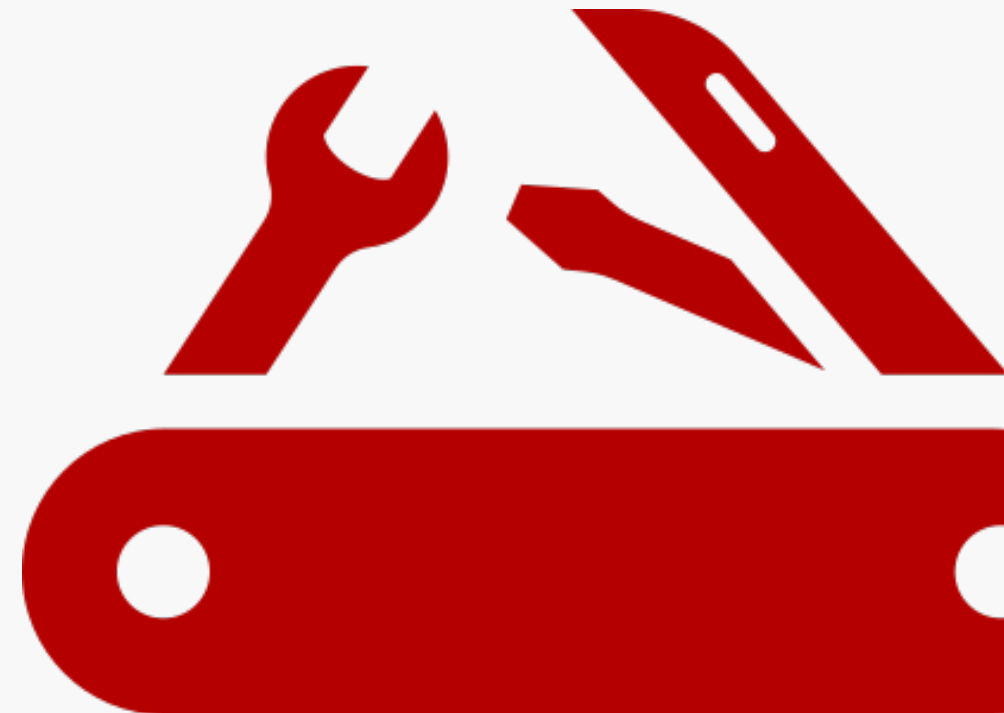
SOFTWARE & MOBILE

[Freebies Bug](#) & [Dribbble](#)

User interface templates
(mock-ups)

[Screensiz.es](#)

Directory of phones and
screen specifications



PROTOTYPE (CONCEPT)

3D MODELS

[TinkerCAD](#)

The easiest tool to create 3D models

[SketchUp](#)

Easy to use software for architects and makers

[Blender](#)

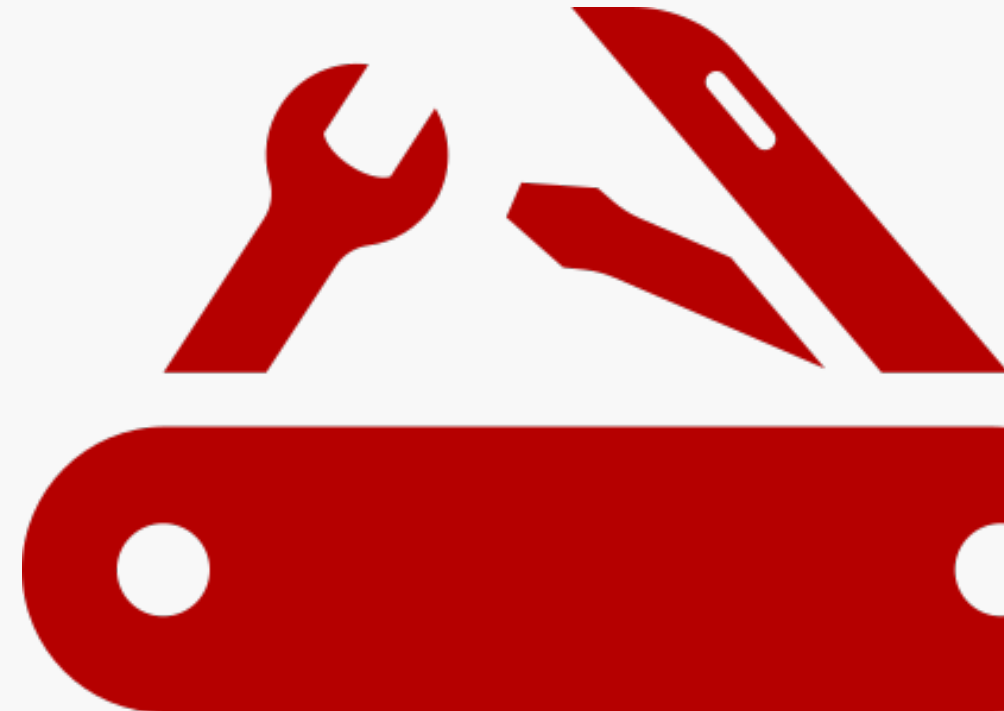
Free, professional-grade modeling, rendering, and animation software

[Autodesk 123D](#)

Design software with a library of content and connections to fabrication services

[Sculptris](#)

Great for digitally sculpting free-form shapes



PATENT

[US Patent Pro-Bono Program](#)

Free legal assistance to inventors who meet certain criteria

[Google Patents](#) and [Patent Genius](#)

Search patents easier than the US Patent and Trademark Office site

[USPTO Agent Search](#)

Find registered patent agents and lawyers



VALIDATE CUSTOMER NEEDS

GET DATA ON YOUR AUDIENCE

[SimilarWeb](#), [Alexa](#),
[SEM Rush](#) & [Adwords](#)

Information on a website's competitors, visitors, and popular keywords

[Facebook Audience Insights](#)

Demographic information, purchase behavior

[Meetup](#)

Meet with your audience face to face. Discover their problems. Ask questions.



VALIDATE CUSTOMER NEEDS

ADVERTISE AND COLLECT PRE-ORDERS

[Survey Monkey](#),
[Google Forms](#) &
[UserReport](#)

Create surveys to gather
feedback

[Weebly](#)

Free website hosting and
drag and drop website
builder

[Launch Effect](#),
[Launchpad](#) & [Onsie](#)

Free landing pages for
[Wordpress](#) users



PROTOTYPE (FUNCTIONAL)

[Instructables](#) & [Make](#)

How-to guides on a variety of creative topics

[ExpertVillage](#)

Youtube channel with prototyping and sketching tips

[UX App](#), [Invision](#) & [Marvel](#)

Create user interface prototypes you can interact with

[Bjango Skala Preview](#)

User interface simulator (iOS, OS X and Android)



DESIGN FOR MANUFACTURE

[MIT Design Handbook](#)

Learn tips to create good technical drawings

[Draftsight](#)

Software to create 2D drawings with similar features as AutoCAD

[eFunda](#)

Reference for materials, formulas, design, and manufacturing processes



FUND

[BankRate](#)

Personal bank loan rates

[BusinessUSA](#)

US Government
directory of financing

[Angellist](#)

A network for investors

[BPC](#)

List of entrepreneurship
competitions

[Techcrunch](#)

Directory of incubators
and accelerators



MAKE

COMMON OFF-THE-SHELF PARTS

[McMaster-Carr](#)

US supplier of 555k+ components and tools

[Grainger](#)

US supplier of industrial equipment, tools, and parts

[Digikey](#)

Worldwide supplier of 1.1M+ electronic components

[Ali Express](#)

Directory of import suppliers who deal in smaller quantities



MAKE

MANUFACTURERS & SUPPLIERS

[100k Garages](#)

Directory of community makers and fabricators

[MakersRow](#)

US made apparel and home furnishings

[Mfg.com](#)

Manufacturers that work with metals and plastics

[IndustryNet](#)

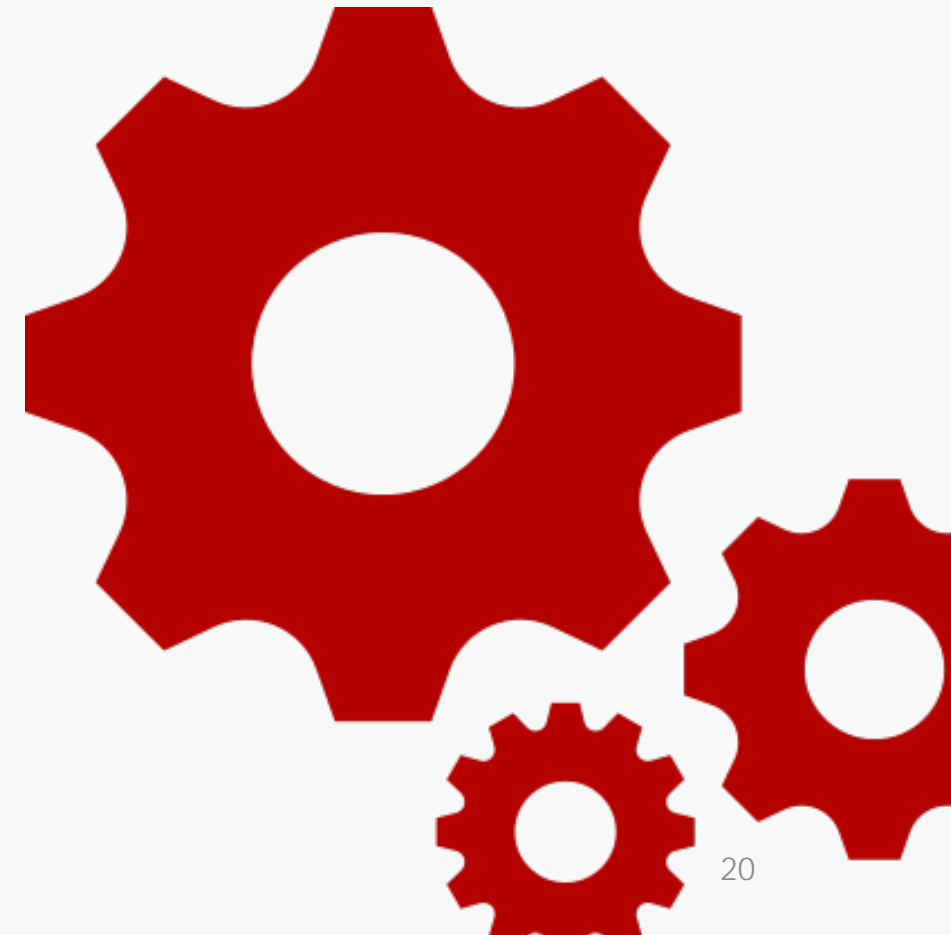
Lists sources of industrial parts and services

[ThomasNet](#)

Global directory of suppliers and vendors

[Alibaba](#)

World's largest online marketplace of vendors and manufacturers



MARKET

ADVERTISE

[Marketing Sherpa](#)

Case studies, interviews and research

[Font Squirrel](#)

Free fonts licensed for commercial use

[Typewolf](#) & [Type Genius](#)

Find font combinations that work well together

[Site Builder Report](#), [Pixabay](#) & [Freepik](#)

Royalty-free collections of stock images

[PP3 Workbook](#)

Principles of graphic and user interface design

[Stock Layouts](#)

Templates for brochures, flyers, presentations



MARKET

GRAPHICS SOFTWARE

[Adobe Color CC](#)

Automatically create colors that go together

[Snappa](#)

Create simple graphics online, quickly

[Compressor.io](#)

Reduce the size of your JPEG, PNG, GIF or SVGs

[Inkscape](#)

Vector graphics editor, similar to Illustrator

[Paint.net](#)

Free image and photo editor for PC

[GIMP](#)

Photo editor, similar to Photoshop



MARKET

PUBLISHING & OFFICE SOFTWARE

Scribus

Publishing software
similar to InDesign

Open Office

Office productivity suite
similar to Microsoft Office

pdf 995

PDF tools for creation,
editing, conversion, and
combination



SELL

CONTACT CUSTOMERS

[Email Hunter](#)

Search company websites for contact email addresses

[ReferenceUSA](#) & [Manta](#)

Contact information and mailing addresses for US businesses

[TSNN](#)

Find trade shows and events for your industry



SELL

WRITE SALES SHEETS

[Hemingway Editor](#)

Grades your writing for readability

[Headline Analyzer](#)

Online tool to score the quality of your headlines

[Attach.io](#)

101 Sales Email Templates



SHIP

[Uline](#), [ValueMailers](#),
[eSupplyStore](#),
[Papermart](#), &
[eBay: Shipping Supplies](#)

Packaging suppliers

[USPS](#), [UPS](#) & [FedEx](#)
Postage calculators



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[The Product Startup](#)

