Idea Pipeline Kit

Seed bank + audience harvest + the Weekly Idea Session

The pipeline

Capture sparks in one seed bank (3 seconds, specific over general) → harvest your audience's repeated questions monthly → multiply seeds with AI (never originate from nothing) → score with your taste → keep a two-week queue with hooks attached.

The three-question score

1 · Does it genuinely interest ME?
Forced content reads forced — your boredom transmits.

2 · Did someone actually ASK?
AUDIENCE-ASKED seeds carry proven demand — front of the line.

3 · Can I make it WELL in my format?
A great idea for a format you can't execute is a queued frustration.

Two yeses = queue it. Three = front of the line. One or zero = back to the bank.

Seed bank starters

Write 10 seeds tonight: 5 specific stories or observations from your work,
5 things you believe your audience gets wrong. Specific beats general, always.

MY SEED BANK LIVES AT (one place, phone + desk):

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Audience harvest — monthly, 15 minutes

The sweep

- [ ] Comments on my last 5–10 pieces
- [ ] DMs and emails with questions
- [ ] Questions clients/customers asked this month
- [ ] Repeated questions in communities where my audience hangs out

REPEATED QUESTIONS FOUND (tag each AUDIENCE-ASKED in the seed bank):

The Weekly Idea Session — 30 minutes, on rails

Min 1–5
Skim the week's captures; add anything still floating in your head.

Min 5–10
Audience check — any new repeated question?

Min 10–20
Multiply 2–3 seeds with the multiplier prompt — 20+ angles on the table.

Min 20–30
Score with the three questions; queue winners WITH their hook lines.

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The queue — two weeks deep, hooks attached

IDEA	HOOK LINE	ASKED? / SCORE

Rule of thumb: if the queue covers less than two weeks at your posting pace, multiply one more seed.

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What to do with this document

Your next steps

- [ ] Create the seed bank and write 10 starter seeds tonight
- [ ] Run the audience harvest and tag the AUDIENCE-ASKED seeds
- [ ] Schedule the Weekly Idea Session — 30 minutes, recurring
- [ ] Fill the queue two weeks deep, hooks attached — then start making from it

Keep going (free)

Every lesson of the Automation Academy is free at braintrain-ai-academy.com/automation-academy — problems first, tools second. This worksheet feeds directly into the next lesson of the module.

A NOTE FOR LATER

Later in this academy, documents like this one become your Automation Blueprint — a written plan of everything you want built. You can build it yourself with what these lessons teach. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.