

Is It An Insight?

When you spot a fact, stat or observation in your research, run it thru this quick checklist. If it passes, you're closer to real, actionable insight - not just noise.
Pro Tip: If you can write your insight as a single-minded statement that reframes the challenge, you're on the right track.

1 Rooted in WHY, Not What

Observation: "60% of buyers abandon their cart."
Insight: "They abandon because they don't trust shipping times and hate hidden fees."



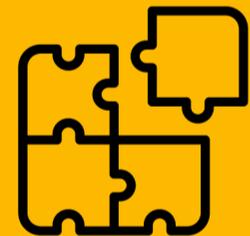
2 Reveals the Unexpected or Overlooked

If it's obvious or generic, it's not an insight.
Good insight reframes the problem or exposes a tension you can work with.



3 Relevant

Cool trivia isn't insight. If it doesn't impact your message, audience, channel, or creative, it's just a fun fact.



4 Specific, Human, Rooted in Behavior

Avoid broad clichés. Good insight feels like you overheard the audience's inner monologue.



5 Inspires Clear Action or Decision

A true insight unlocks next steps. If you can't say, "So we should...", keep digging.



Still not sure? I help teams turn mountains of data into sharp, usable insights that fuel better strategy and creative. Let's talk: <https://alchemicalinsights.com>