1. What specific "top of mind" problem am I addressing?

2. Am I solving one problem and one problem only?

3. Are people searching and paying money to solve this problem now?

4. Is there competition?

5. What practical and tangible results/transformation will my program provide?

6. Do I need to learn more about this topic before I can create my program?

7. Will I enjoy offering this program again and again if it becomes REALLY POPULAR?

8. Does this topic fit with my long-term vision?

9. What will my next offer be?