

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? Is there competition?
4. What practical and tangible results/transformation will my program provide?
5. Do I feel that I need to learn more about this topic?
6. Will I enjoy offering this program again and again if it becomes REALLY POPULAR? Does this topic fit with my long-term vision?
7. How does it relate to my own story?
8. Do I already have access to this audience?
9. How long will this information be relevant?