

YOUR MONEY MAKING PROGRAM 3 Steps To Find Your HOT Program Idea Today

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3 Steps

To Find Your **HOT** Program Idea Today



Alina Vincent

Congratulations!

You just downloaded the key to creating your money making program.

Your program is a special digital package that contains your knowledge and experience. It's the representation of your unique experience, unique point of view and unique life circumstances that brought you to this point in your life.

And there are people all over the world who need exactly what you know. They need information only you can provide, explained in a way only you can.

By creating a group program, you are taking the knowledge that exists in your head, and you are making it available and accessible to hundreds of people who need it. To people who are searching for it right now...

Over the last couple of years I have created over half a dozen different programs, and it made a HUGE difference in my business. Just one of my programs generated over \$200K in less than 18 months.

The questions on the following pages are essential to helping you identify your unique expertise and coming up with a HOT idea for your own program.

Most people I work with don't give themselves enough credit for what they are good at and what they already know. I know - it can be hard to see yourself as an expert in something that comes really easy to you, or in something that seems to be such a no-brainer (doesn't everyone else know how to do it?) And yet – the easier it feels to you, the more likely THIS topic and THIS skill is **your top area of expertise**.

Another mistake people often make is dismissing all of their prior experience when they start down a new path. I made this mistake myself when I was just starting out as a business coach.

I thought that my years of experience teaching at the university, my Master's degree in computer science and engineering, and my photography business had nothing to do with the new direction. I felt that I was starting from scratch...

And it wasn't until I embraced all of the knowledge and life experiences that I've accumulated over the years, until I started seeing my journey as a series of learning moments that lead me to this moment, until I realized that there is not a single person in the world who has the same experience and the same perspective as me, that all of the pieces fell into place. And that's when I fully owned my expertise and started attracting clients and making money!

And it all starts by identifying your unique expertise, narrowing it down to one topic in your area of expertise, and making sure that you are solving a problem that people are looking for solutions to.

Are you ready to get started?

Alina Vincent

3 Steps to Find Your Hot Idea Today

- ❖ **Step 1:** Identify your expertise
- ❖ **Step 2:** Narrow your topic
- ❖ **Step 3:** Test your idea

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- *Print out the following pages, and write down your response to each prompt in Steps 1 and 2. Do not overthink your answers. Write the first thing that comes to your mind.*
 - *Take your time to collect the answers to questions in Step 3.*

Step 1: Identify Your Unique Expertise

1. I have years of experience in...

2. I have received special training/education in...

3. I consider myself more knowledgeable than an average person in...

4. Past jobs, positions, careers and other businesses I had...

5. I am really good at...

6. I can talk for hours about...

7. I am uniquely gifted/talented/skilled in...

8. I help people by...

9. Some facts that make me, my life, my background and my experience unique:

10. I am an expert in...

Step 2: Narrow Your Topic

1. What comes easy to you?

2. If you had to speak on stage and give advice related to your business, and you only had 15 minutes to get ready - what would you speak about?

3. What are some basic steps you take all of your clients through?

4. What do you do every day to grow your business that is working really well?

5. Is there a life-changing breakthrough process that you took yourself (or someone else) through that made a huge difference in their life/relationships/health/business?

6. Write down 5 different ideas for blog topics you could write without doing any research:

7. What is one thing you do in your life or business that people always ask you about? (I.e. How do you always look so relaxed? Or How do you manage to get so many leads from networking?)

8. If your ideal client invested in 1 hour one-on-one time with you – what questions would you want them to ask you? What would you want work on?

9. What is one common thread you see in your answers?

10. What would you like to focus on with your program?

Step 3: Test Your Idea

1. Are people searching for your topic on Google?

2. Are there other programs or products with this focus? (Don't worry if there are - it's actually a good sign)

3. When you talk about your idea to your current or potential clients - what reaction do you get?

4. When you post on Facebook that you are thinking of creating a program on this topic - what kind of feedback do you get?

5. When you email your list to ask what questions they have about your topic - what kind of responses do you get?

What's NEXT...

At this point, if you are getting good feedback and excitement from your followers and potential clients – great! You have found a HOT idea.

If you are not seeing much interest – go back to Step 2 and see if you can tweak the topic, come up with a new idea, or use different way to describe it.

After doing it several times you should have a pretty good idea on the focus and general direction for your first program.

Now it's time to create and sell your program!

Join us LIVE for three action packed days of intensive support on designing, creating, promoting and filling your own successful online program at the

HIGH PROFIT PROGRAMS LIVE EVENT

<http://businesssuccessedge.com/hpp>