# 9 Questions To Ask Yourself...

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?