

Generating And Refining Your Program Idea

1. Research the market

- Use Google's [keyword search tool](#) (free) to search for a few keywords and phrases related to an area where you think you could help people. How many global monthly searches are being performed for each of those terms?
- Create a brief survey (no more than 10 questions, preferably multiple-choice) using [poldaddy.com](#) (free for under 100 responses) and send it out to your list, asking them what they want help with.
- Review your "most popular post" on your blog using [google analytics](#) (free), and your comments on your blog. What themes are most piquing your audience's interest?
- Set up a [google alert](#) (free) for a topic or problem that you're considering helping people with and see what else is happening online in that sphere. Monitor this for a few weeks. Is it a busy/ growing market?

Summary of research findings:

2. Look For Patterns

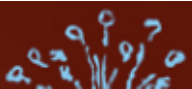
- What are the patterns and commonalities you're noticing with in the stuff that your clients are needing help with?
- What are the concepts, ideas or solutions that you find yourself frequently explaining to your clients?
- Review your blog or find a blog that helps the same people you help and has loads of comments. If they have a "most popular posts" tab in their sidebar, click it and see which posts have been most popular. Check out the comments on their blog. What are the common issues that people are struggling with?

Summary of research findings:

3. Mine Your Annoyance

- What really pisses you off? What does that say about what's important to you and what you want to change in the world?

Summary of research findings:



4. Mine Your Needs

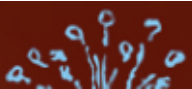
- What do you want and need and wish that someone else would help you with?
- What wants and needs are you successfully satisfying in your own life?

Summary of research findings:

5. Explore Your Superpowers

- Take the following tests: [Myers-Briggs](#) (free), [Kolbe](#) (\$49.95), [Wealth Dynamics](#) [Aff], [The Leap](#) (free). What are your superpowers that are reflected in these test results?
- Ask 5 people you have great relationships with; “What are my superpowers?”
- If you’re really brave, ask 5 people that you have difficult relationships with; “What are my superpowers?”

Summary of research findings:



6. Share Your Idea

- What feedback are other people giving you around this idea?
- What's parts of the idea are they raving about?
- What parts of the idea are they neutral or negative about?

Summary of research findings:

7. Use The Resources You Already Have

- What do you already know enough about, to be able to teach someone else?
- What problems are you already solving for yourself that you could scale and help other people to solve?

Summary of research findings:



Next steps:

Well done! Now you're ready to pick a program topic and start bringing it to life with these next steps:

- Refine the focus of your program topic
- Design your program content structure
- Create your program content
- Set up your website
- Set up your payment system
- Set up your content delivery system
- Set up your affiliate system
- Market your program

Would you like further inspiration, support, accountability and technical information to make it happen?

If you' like more help with completing each of these steps to convert your expertise into tangible, accessible, impactful digital programs that you can sell online to clients all over the world, any time of day or night, then join us at the "Dreaming to Delivering Mastermind," **starting on 26 July**. I'll help you to create your digital program, ready to sell, in 6 weeks.

[Click here to join the
"Dreaming to Delivering"
Mastermind Group](#)

