

The Topic Test

Almost all buying decisions are based on wants and desires – which are more powerful motivators than needs in most cases. Use my “Topic Test” below to determine if you are positioning your offer in front of the right BUYER with the right MOTIVATION.

Topic Idea #1: _____

1) Is your potential client experiencing an Urgent Pain or Irrational Passion?

Yes / No

2) Is your potential client actively searching for a solution?

Yes / No

3) Can you find your ideal clients?

No Maybe Yes

4) What is your level of excitement around this topic?

(1 = none / 10 = LOVE IT)

1 2 3 4 5 6 7 8 9 10

5) Do you have experience on this topic either personally or helping clients?

(1 = none / 10 = I'm An Expert)

1 2 3 4 5 6 7 8 9 10

Repeat these questions for as many topic ideas as you have. Once you've done this, take a minute to look objectively at your answers. You might find that one or two of your ideas really jumps out from the rest.

Or you might be running a single idea through this test to see if it's worth pursuing. Either way, this is a great way to know if you're heading in the right direction with your course idea.