

# BRAINSTORMING

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- What interests and motivates you?
- What can you confidently create content about?
- What problem can you solve?
- Will people pay for access to your expertise?
- How much expertise do you have? How much do you need?



# RESEARCH

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1

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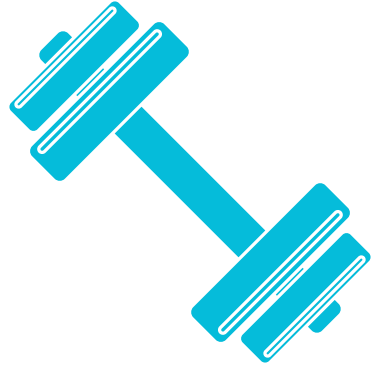
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# RESEARCH

- 1 Find out what questions people are asking in Facebook Groups, on Twitter
- 2 Read the comments section of influential blogs in your industry or niche
- 3 Read reviews of popular books in your industry to see whether people highlight topics in need of further coverage
- 4 Buy your competitors products
- 5 Survey your existing clients

# THE IDEAS LIST

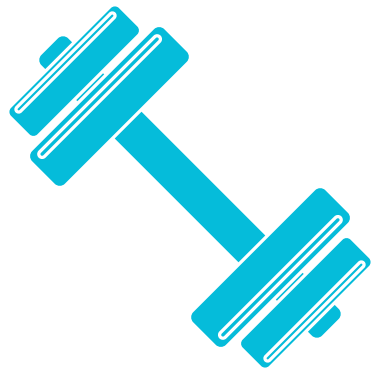
# THE IDEAS LIST



Interests



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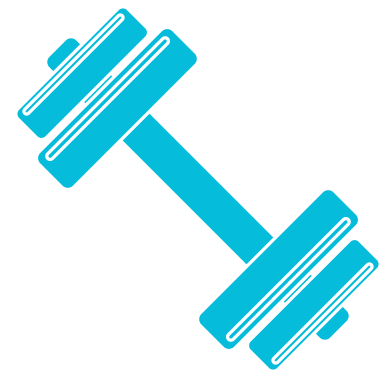


Interests



Expertise

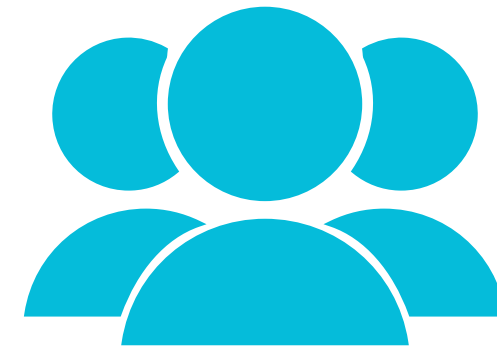
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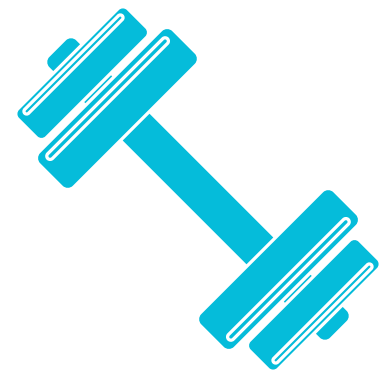


Expertise



Audience

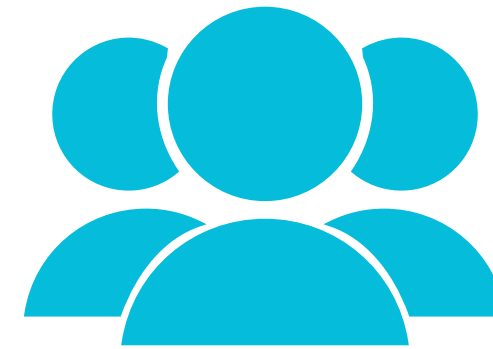
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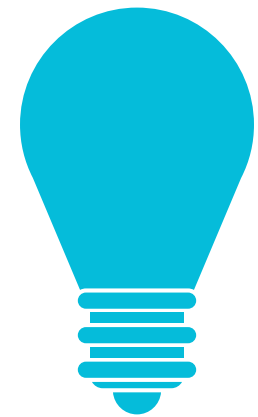
Interests



Expertise



Audience



Opportunity

# TAKE ACTION

## ACTION ITEM #1

Complete the brainstorming sections of the main course workbook, which will take you through the previous questions and research ideas we've just discussed in this lesson.

# TAKE ACTION

## ACTION ITEM #2

Download and fill in your ideas list. The goal of this list to discover potential markets, ideas and areas that overlap.