**5 Steps To Pick A Winning Program Idea...**

1. Start with a category…

A category is a broad topic area like love, dating, sex, money, career, business, health, fitness, weight loss, nutrition, cats, poker, knitting, herbs, basketball, magic

You can pick a category based on your personal experience, your passions/interests, or simply based on the market opportunity (how hot the market is).

2. Laser Focus

Once you have a category, zoom in on a micro topic.

Health -> Type II Diabetes

Dating -> Dating App Success

Career -> LinkedIn Networking

General programs don’t sell very well compared to targeted, specific programs. Even some of these could possibly be broken down even more.

Health -> Type II Diabetes -> Diet Plan -> Recipe book

Dating -> Dating App Success For Men -> Making Conversation -> Conversation Starters

Career -> LinkedIn Networking -> Making Connections -> Getting Referrals

Can a program be too narrow? Possibly. But, I think it’s better to be too narrow than to be too broad. And if you go too narrow and your program doesn’t sell, you could end up giving it away to build your following and then sell a course that’s one step up.

For example, you could sell 10 Great Conversation Starters That Women Can’t Ignore. Or you could give it away and build your audience for your program on turning conversations into dates.

In contrast, a very general program might be “All About Dating”. There could be some interest there, but not as much as the programs that solve a very specific and immediate need.

3. Pick a Hot Topic

When you’re thinking about possible program ideas, look for ones that have a lot of intense emotion connected to them.

Are people losing sleep over it? Are people in pain? Are they worried? Scared? Excited? Enthusiastic? Fascinated?

Emotions drive human behavior. We use our minds to weigh the emotional implications of our decisions. The stronger the emotions around our topic, the greater the likelihood we’re picking a topic that will sell well (and we can only help people with a program if it sells).

4. Pick The Topic They Want

Oftentimes, program creators pick topics they are interested in, but the audience isn’t. Sometimes this happens because they start focusing on what their audience “needs to know” instead of focusing on what they WANT to know.

For example: You might want to teach people how to have total honesty in their relationship. And while that might be an important key to a great relationship, it’s isn’t necessarily something people are losing sleep over. They might want to learn how to end fights, avoid fights, or increase intimacy and passion.

5. Do Market Research

“Market research” can sound like a big scary thing. But, it’s actually quite simple and easy. Survey people who are in that situation.

Ask open ended questions like:

“What’s the #1 challenge you’re facing with \_\_\_\_\_\_\_\_\_\_?”

“What’s Your Biggest Goal When It Comes To \_\_\_\_\_\_\_\_?"

\_\_\_\_men and dating\_\_\_\_\_

\_\_\_\_losing weight\_\_\_\_\_

\_\_\_\_ growing your business\_\_\_\_\_

You can ask people you know. You can ask on social media. You could run ads asking people to answer a quick survey.

When you see the answers, you’ll see trends that can steer you to creating a super hot program.

You can also resurvey with a narrower question.

For example, let's say you ask women their number 1 challenge with men and dating, and they say it’s finding quality men. You could do another follow up survey and ask “what’s your biggest challenge with finding quality men?" This will give you more powerful and more specific information to find the right program idea.