

How To Find Your Big Idea

Each of us has a “big idea” for a book or teaching course that would be incredibly valuable for others.

Each of us has knowledge, expertise and a story that we can use to create a unique educational product - that we can use to monetize our life experience.

We have all seen ebooks, audio books, video courses, webinars, interview programs, and many other formats being sold online. These are all examples of what are called “digital products.”

You have been watching as teaching and training businesses are exploding online. What do the famous teachers and big launches have in common? Almost all of them are offering a digital product for sale.

If you look around today, you’ll notice three things:

- 1) Everywhere, people are reading, watching videos and listening to information that they search for and find online.
- 2) The amount of time they invest doing it is growing.
- 3) The amount of money they invest doing it is growing.

Over a billion iPads and iPhones have been sold already. And what are these devices used for? More and more, they’re used for reading books, listening to audio programs, watching videos, and attending online courses.

And who is creating the most successful ebooks, video courses, and other digital products? Regular people, who have learned how to do it, from scratch.

I believe that everyone should have a digital product. Everyone should have a way to share their knowledge with others, and do it in a way that is valuable, so they can sell it.

What do you need in order to get started? You need a BIG IDEA.

You need an idea for your product. An idea that is the seed of a product that will share the most important and valuable part of your life experience and story. An idea that will inspire you to finish your digital product, and then use it to build your online business.

Use the exercise on the following pages to identify YOUR big idea, so we can build a digital product around it.

Target Your Niche

When most people decide to create a digital product, they begin by imagining the “widest audience” possible, and then creating a product that tries to “appeal to everyone.” It’s counter-intuitive to narrow your niche, and target a smaller group of people. When you “narrow your niche” you actually target a group that is more motivated, and more likely to buy your product. Use this 3-question exercise to identify a smaller group of people who are more likely to buy your product.

Question #1: Is your target customer motivated?

It’s best to start out identifying a person who has a need, and who is feeling a strong emotion - an emotion that is motivating them to get the need met. It’s hard to sell a product to someone who isn’t motivated already, so start by identifying a group of people who are motivated. Describe your group of motivated potential customers here:

Question #2: Are they searching for a solution?

Next, within the group of motivated prospective customers, it’s important to find the sub-group of people who are out looking for information and solutions. I like to say “look for customers who are looking for you.” This is an opportunity to use the free Google Keyword Tool to make sure people are searching for solutions in your niche. Describe the solution they’re searching for here:

Question #3: Are they having a hard time finding the right answer?

Once you have identified a group of people who are motivated and searching for solutions, ask yourself: “Are these people able to find a high quality answer online?” If you’ve done a good job with the first two questions, you’ll be likely to have identified a niche where your knowledge and story will make a more valuable digital product than they can get. Write down why your answers are better for these people, and why they’ll get more value learning from you:

Your Big Idea

Your Big Idea... the idea that you can use to create a digital product that people are already searching for... a digital product that they already want to buy from you... is a combination of three things.

First, you must identify what you're naturally great at. Next, you must target and narrow your niche. And finally, you must share your story and key learning insight.

The place where these three overlap is your big idea. Once you identify it, make this the core of your digital product..

