

Discovering Your Knowledge Goldmine

Most people who go into the Information Product, Advice or Coaching business make the mistake of trying to “sell themselves.” This almost always ends in feeling self-conscious, fearful of rejection and paralyzed with fear. Instead of taking the road that leads to failure, let’s start instead by taking an inventory of the things you can help people with. Begin by listing problems and challenges that you can help others solve. Next, focus specifically on how you’ve helped others in one of the “Big 3 Mega Niches” of health, relationships, or money. Finally, write down your best technique for solving a big problem fast.

Question #1

What consistent problems and challenges are lots of people having that you know how to solve?

Question #2

How have you helped others solve problems with their health, relationships or money?

Question #3

What’s the best way for someone who is in trouble in this area to fix their problem fast?

