

## Week One - Worksheet One

### Choosing Your Topic

(How Do I Choose Just One!!!!????)

1. List the Main Products and Services that your business delivers – is there one group, or more than one ? What items are there in each group ? (if you need more space, add a separate sheet of paper so that you can write down all of the groups and items for your business)

Group 1. \_\_\_\_\_

Items:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Group 2. \_\_\_\_\_

Items:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Group 3. \_\_\_\_\_

Items:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Group 4. \_\_\_\_\_

Items:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

2. Which Group do you make the most income from ?

---

3. Which Group do you enjoy doing most ?

---

4. Which Group would you like to be selling more of ?

---

Is the answer the same for any of the three questions above ? if so, that is the Group you should focus on. If not, answer the following – what do you need to do most, right now – a) earn more income, b) enjoy your work more, or c) grow your authority in a specific area of your field of expertise ?

---

If you answered a), then focus on the answer to question 2

If you answered b), then focus on the answer to question 3

If you answered c), then focus on the answer to question 4

**Write down the Group that you will be focussing on, here** \_\_\_\_\_

5. Now, for that group, what is the product or service that you sell most of / that your customers are most interested in ?

---

6. When it comes to that product or service, what is the most common question that your customers ask you about it ?

---

---

---

7. How long could you talk for, when answering that question ? \_\_\_\_\_

(if you answered 30 minutes or more, then that is your topic, right there!)

8. If you answered less than 30 minutes, then what is the next most common question that your customers ask you, about that product or service ?

---

---

---

9. How long could you talk for, when answering that question ? \_\_\_\_\_

(if the total of the two is more than 30 minutes, then that just means that your product will cover the information that relates to both questions. If it's not more than 30 minutes, I suspect that you are seriously underestimating how much you know!

**Write down a name for your topic here (this is a working name, not your final title)**

---

10. Look at what you have chosen – consider carefully – is it a “one problem, one solution” topic ? Or do you need to narrow it down even more ? make a decision on that, and note down your final choice, and your reasons for making it, below.

---

---

---

**Write down a name for your final topic choice here (this is a working name, not your final title)**

---

If you find, at any time, that this is not working for you, come back and reconsider these questions, work through them again, and ask your =self, seriously, if you were truly honest in your answers ? Did you tell yourself the truth ? or put down what you “thought you should”. Make whatever changes you need to, and move on.

**Don't despair about all those other possible topics that we have pushed aside – this is just your first product, you can come back again and again, to choose more things to make products about, creating a series of info products, a book, or books, or a range of other possible items.**

## Kim's Example:

In my business I do the following:

1. Write and publish books
2. Publish others books
3. Provide one on one writing coaching
4. Run courses and workshops about how to write products and books etc

I currently make more income from 1 and 2

I enjoy doing 3 and 4 more

I want to be selling / doing more of 4

So my topic is 4

The main question that people ask me, related to that, is "How do I start writing?" and the second question is "How do I structure my writing"

So, as a product to create, which will help increase my authority in that part of my field of expertise, and be useable in a number of ways, as well as being able to boost my income some, I will create a short book on "How to Write, Right Now"