

# How To Find Your Big Idea

Each of us has valuable knowledge and expertise that we can use to create an online course, teaching program, or book. Your big idea is the bridge between your unique genius, and your future clients and customers. To find your big idea, answer the questions below. Remember to be specific.

What is it that I'm a natural genius at?

What would I teach people for free if I just had the time?

Where do other people make mistakes that I can see?

Where did I make an intuitive mistake before, that now I don't make, and it makes all the difference?

What is the result that my future students want to get in their lives?

What is the "magic bullet" technique I can teach them to get that result?