

THE GOLDEN EGG IDEA

Step 1 - Make a List of Your Top 10 Passions

What would you do if you could do anything in the world? If you could wake up tomorrow and have your perfect day, what would you fill it with? **Make a list of your top 10 passion projects.**

Step 2 - Give Each Item on the List a Score from 1-10

1. How passionate am I really about this?
2. How much do other people care too?
3. Have at least 2 other YouTube channels already been successful in this niche?

Step 3 - Tally Up Your Scores, and Identify Your Top 3

Of your Top 3, one of these is your "Golden Egg" channel idea. Use *this* topic for the Pyramid Technique to further breakdown your channel strategy into 3 Pillars, and eventually playlists.