

Hello and welcome to Video #3. We're going to talk about the Longevity Test.

So, here's the quick and easy short test that you can utilize to figure out if you're really passionate about the niche in the long term. Because you might be okay right now but you really want to know if it's going to last for a decade or more.

In the previous video, you created many different topics and then you chose one. The fact that you're passionate about this topic means that you are more likely to succeed in the long term. But we want to make sure that is the case.

Here's what I want you to do. I want you to get a timer – whether it's your phone, whether it's your watch. From this topic, what I want you to do is try to jot down at least 10 to 15 different but very specific topics around this one topic. So in other words, let's do half an hour and let's see how fast you can create specific topics around this niche.

Say for example, let's take the example of kidney stones. We could think about kidney stones – they could be dieting, for example, certain foods that create kidney stones, and certain things/certain supplements can actually help pass the stone without surgery. Now, can you create 10 or more topics? So, I created two out of those.

Or let's say for example, lowering cholesterol. We have dieting, we have exercise, we have cardio-vascular exercise, we have aerobic exercise, we have other different options as well. So, what we're trying to do is figure out how many topics we can create. So, go ahead and do that now. Pause the video.

If you got 10 – great! If you got 15 – super! If you got 20 – awesome! But if you got at least 10 within less than half an hour, then that's a good sign. That means that in your brain, you're able to produce topics right away and that you're actually passionate about this niche.

Now, are you stuck? Let's say you tried it and you weren't able to think of anything. If you're stuck, then that kind of means that you need to move onto the next one. So, look back on the list of pains and hobbies – pick another one and go through this cycle again until you find one that works.

Here's the final test. Let's say you found something that you were able to write 10 for. Is this something that you will feel comfortable writing day in and day out? Is this something that you're willing to get educated about and increase your knowledge about, read books about from other experts, talk to other people about, surround yourself with people who enjoy this topic, and would you be happy with all of that? If you said “yes” to all of these questions, then this might be a good topic of choice.

So, that brings us to the authority test next!