



# Brainstorming

## YOUR BUSINESS

You know you'd like to be your own boss, start something, get paid to be creative... you're just not sure what, or which one to choose. Or you've already begun and are unsure how to expand, or what to niche down to and let go of. Below are a few journal prompts to see what comes up and if it brings either clarity or closure to some of your ideas!

### 1. All my ideas of what I could start (next)...

*What I'm passionate about, talented at, interested in, people ask for, I'm drawn to, a fleeting idea...*

### 2. Why do I most want to start a/my business?

*To make more money, have more flexibility in my time, work from home with my kids, feel I'm using more of my gifts, feel I'm making more of a difference in the world. It may be all! But which one MOST, if you could only pick one?*

### **3. What do people tell me I'm good at?**

*Don't worry about them being related to anything else, simply skills, gifts, abilities, insights, tips, tricks...*

### **4. What overlap is there from Q's 1 + 4?**

*What skills have others noted in you, that you could see using in some of the options or offerings you're considering? Where are your natural strengths going to shine most?*

### **5. Of my ideas which do I think would make me the most money, the fastest and easiest?**

*While this is based on the wisdom and instincts you have, not a deep market dive, what DO you know about time of completion, cost to get started, desire in the market?*

## 6. Which would bring me the most joy?

*If you knew you would make the exact same amount of money on any of the ideas, with the same amount of hours, which would you be most excited to do?*

## 7. For each option, A: Does it meet a need in the market, B: Am I uniquely talented at it, C: Am I deeply passionate about it?

*Sometimes the best first or next idea isn't the one we're crazy passionate about, just the easiest to start/ make the most money at so that we can grow to the point where we do more of what we love most. Yet for me this trio of Q's helped me choose between two products to create next one time and led me down the so much better path!*

## 8. Which of my ideas do I hear people asking for?

*Whether they're asking you to do/create it, or just saying they wish something like that existed, they could use help in this area...*

## 9. In 10 years I would love to be known most for...

*As far as your vocation, what do you want people to say, feel, think when they see what you've done over the last decade?*

## 10. Which ideas are feeling the strongest?

*After these prompts, which ideas from Q 1 are you more excited and optimistic about, or less passionate and more okay setting aside for today?*

Take two of your top options and walk them through an exercise I call "My Wand". This uses the practice of cognitive behavior therapy, yet I apply it to our business decisions coming from both a head and heart perspective.

# My Wand

<b>My</b>	My <b>fact</b>	<i>(event, situation, circumstance, trigger)</i>
<b>W</b>	Whereby I <b>think</b>	<i>(belief, opinion)</i>
<b>A</b>	And thus <b>feel</b>	<i>(emotion)</i>
<b>N</b>	Next I <b>do</b>	<i>(action, behavior)</i>
<b>D</b>	Delivering the <b>result</b>	<i>(outcome)</i>

In Q 7 I referenced deciding between two courses I was going to create a few years ago. Here's an example of how I could walk each through My Wand to consider what both my head and heart have to say about it, and where I could see the path going if I point my wand in one direction or the other.

## EXAMPLE 1

**M:** I create a course on Periscope

**W:** I think people want this, will buy this, they're asking for it...

**A:** Yet I feel like plenty of people can teach this, it's not something I'm deeply passionate about

**N:** So if I take action to create it, I feel like I could become tired of talking about it? Can I see teaching it for years and year?

**D:** The result feels like a product I'd be tired of teaching after awhile

## EXAMPLE 2

**M:** I create a course on Elegant Excellence

**W:** I think people need this even though they don't know to ask for it. That if I was seeking it, others are too. And that no one else is teaching it.

**A:** I feel like this is a missing key for so many entrepreneurs, myself included. That it's truly a lifelong pursuit, a life style. That it's about happiness, health and longevity in business.

**N:** So if I take action to create it I can see it really changing people's lives, being something we talk about for years, that I never tire of talking about because it's truly life and there's so much more to uncover about it.

**D:** The result is a course I feel really makes a difference, fills a gap, I'm deeply passionate about, authentically already living and teaching.

Now it's your turn. Take your two best ideas and walk them through your wand.

**M:**

**W:**

**A:**

**N:**

**D:**

**M:**

**W:**

**A:**

**N:**

**D:**

Here's to hoping this time and space had the magic to breakthrough some blocks and confusion with clarity! Life's big questions can take a lot of consideration, and other times inspiration just strikes. Be patient with yourself when it's the former, and be sure to keep asking wise questions when it's the latter.

Ultimately, I don't believe there is one right or wrong answer. And most of all, I don't believe we can know anything for sure before we start. The leaping and learning is how we discover the answers we're seeking.

My best advice? Start today. There's nothing separating you and the people you admire in business, other than the fact they took the leap and began. Join in.

with grace & gumption,  
Hilary

P.S. Once you are ready to grow your next thing, this 5 minute video may help you [think about who your audience is](#) for it!