

YOUR NEXT BIG THING



Idea Evaluation

3

*must ask
questions*

before wasting your time
or your money

BE F♥CKING AWESOME TODAY!

YOUR NEXT BIG THING

What? How? Why?

WHAT IS YOUR NEXT BIG THING?

HOW WILL YOU MAKE IT HAPPEN?

WHY IS IT IMPORTANT TO YOU?



You have this itch or urge to start something new. It's probably kept you up at night for a while. **Hint:** If this is true then you could be on to something REALLY BIG. Because if it's important to you, it just might matter to others too.

This **super short exercise** will prove that your next big thing has legs! And whether to charge ahead, tweak a few things, or go back to the drawing board!

Fair warning: Don't let the simplicity of the worksheet fool you. This is **powerful stuff**, used by big companies, highly paid idea strategists and cutting edge think tanks.

The first two questions should be **easy to answer**: the nuts and bolts of your idea. These are the thoughts that have been swirling in your head for days, weeks or maybe even years?

The third question, the **WHY**, is where you'll focus your attention.

YOUR NEXT BIG THING

What? How? Why?

Once you understand **WHY this idea is important to you**, others who believe what you believe will be on board.

For example:

If your idea is a new business venture, the WHY you do this business will lead your potential (and perfect) customers to you.

If your idea is to start a local charity, the WHY you do this charity work will attract others who believe in the value of your mission. They will become donors or volunteers.

If your idea is to take a sabbatical and travel the world, answering the WHY will make it clear that you must go. Others who believe in taking an extended break may want to join you!

Answering the WHY is more than justifying YOUR NEXT BIG IDEA.

People don't buy into WHAT you do (the thing) or HOW you do it (the nuts and bolts). They buy into **WHY you do it (the importance)**.

Answer the WHY and you'll know you're on the right track.

THE NEXT BIG THING *Strategy*

The WHAT

Write your next BIG THING.

Examples: Start a pet-walking service. Write a children's book. Move to Hawaii. Learn to speak Italian. You get the idea. NOTE: Write only ONE thing.

The HOW

Write the logical steps it will take to get to your BIG THING. Write any questions that need answers.

Using pet-walking service: Create business cards, flyers, a website, local ads. Go door-to-door in my neighborhood. Is there a certification or license?

The WHY

Write out WHY your NEXT BIG THING is IMPORTANT to YOU. Example: I believe all dogs deserve to be loved like family and that includes regular walking. I believe the best dog walkers treat every dog like their own. I believe well cared for dogs make the best family pets.

YOUR NEXT BIG THING *Worksheet*

WHAT IS YOUR NEXT BIG THING?

HOW WILL YOU EXECUTE YOUR NEXT BIG THING?

WHY IS YOUR NEXT BIG THING IMPORTANT TO YOU?

YOUR NEXT BIG THING

Next Steps

COMING SOON!

Are you ready to DIG DEEPER into YOUR NEXT BIG THING?

We're working on a MINI E-course to help.

Here's what you can expect:



- A self-paced course
- Step-by-step instructions
- You'll finish with an Action Plan

Sign up here and we'll put you on the waiting list.

Yes, put me on the list!

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