




CLOSING THE GAP BETWEEN DREAMING AND DOING

**20 QUESTIONS
TO ASK YOURSELF
BEFORE LAUNCHING AN IDEA.**

BY THESTORYOFTELLING.COM



BE A U D A C I O U S

Everyone gets stuck sometimes. Our fear holds us back and we wait until it feels safe, or we are less confused about tactics and strategy.

The thing is if you're waiting until it's safe then it probably is.

Most of what inspires us didn't come from a place of safety.

You have amazing ideas that will make a difference to the world, but sometimes you just don't know where to start.

This workbook is designed to make a difference to you, to take you beyond abstract ideas and that buzz in your brain; to give you clarity and drive momentum.

Sometimes it's easier to sit and wait for just the right time to execute, to see if it's safe.

Don't wait to feel safe.
Go be audacious!



WHY AM I DOING THIS?

A series of ten horizontal dashed lines spanning the width of the page, intended for writing a response to the question above.

PURPOSE

WHAT IS THE PURPOSE OF MY IDEA?

ONE OR TWO SENTENCES, KEEP IT TIGHT.

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HOW IS THIS IDEA DIFFERENT AND BETTER THAN WHAT ALREADY EXISTS?

AGAIN BE BRIEF, BUT CLEAR.
THINK OF THIS AS AN ELEVATOR PITCH.

WHAT SHORTCUT DOES IT OFFER?



**A MIRACLE, PLEASURE, MONEY, FUN,
SAFETY, SOCIAL SUCCESS OR
SOMETHING ELSE?**

**WHY WILL PEOPLE CROSS THE ROAD OR
THE NET TO BUY FROM YOU?**

WHAT DOES ONE PERSON SAY TO ANOTHER WHEN THEY RECOMMEND IT?

ONE SENTENCE!

HEAD, HEART OR SOMEWHERE IN BETWEEN.





WHO IS IT AIMED AT?

THINK ABOUT YOUR AUDIENCE'S WORLDVIEW.

Y

HE

W

WHY WILL PEOPLE WANT THIS THING, BOOK, WEBSITE OR SERVICE?

COMPETITION WHAT COMPETITION?!

CAN I TELL A STORY THAT NOBODY ELSE CAN TELL?

CONSIDER HOW YOU WILL FRAME YOUR IDEA.



WILL THIS CHANGE HOW PEOPLE FEEL ABOUT WHAT ALREADY EXISTS?

HOW?

WILL IT MAKE SOMEONE LAUGH?

WILL IT MAKE THEM CRY?

WHAT EMOTIONS WILL PEOPLE
EXPERIENCE WHEN THEY FIND 'YOUR THING'?



COULD IT BE IMPLEMENTED ON A TINY SCALE FOR LITTLE OR NO MONEY?

CONSIDER WAYS TO TRIAL YOUR IDEA
IN A SMALL WAY FIRST.



HOW WILL I KNOW WHEN IT'S WORKING?

METRICS.

WHAT MIGHT GET IN THE WAY OF MY SUCCESS?

BARRIERS



WHAT RESOURCES DO I NEED?

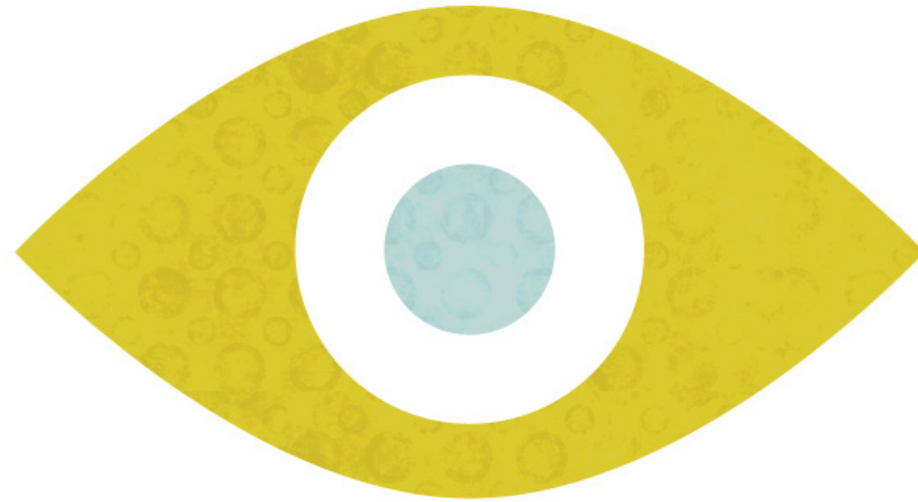
MONEY, TIME, EDUCATION, EXPERTISE OR OTHER.

**HOW WILL I GET
THE WORD OUT?**

MARKETING PLANS.

WHAT WILL HAPPEN IF I FAIL?

THE THING THAT'S HOLDING YOU BACK MIGHT BE FEAR.



WHAT END RESULT I AM AIMING FOR?

YOUR VISION.

12 MONTHS FROM NOW.....

GO FOR IT!





5 YEARS FROM NOW...

REALLY GO FOR IT!!
