

Week 1

Mild
Hearted
Words

Week 1

IDEA MAPPING



DEPENDING ON WHAT TYPE OF
LEARNER YOU ARE,
CHOOSE ONE OF THE IDEAS BELOW
THAT SPEAKS MOST TO YOU TO
EXPLORE...



REMEMBER:

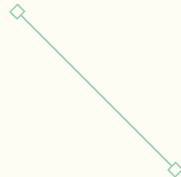
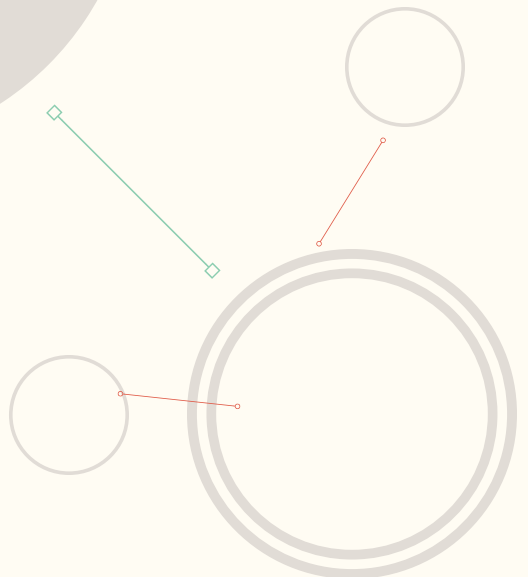
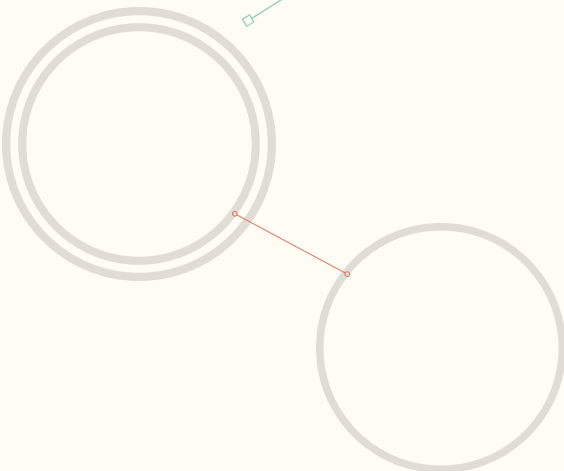
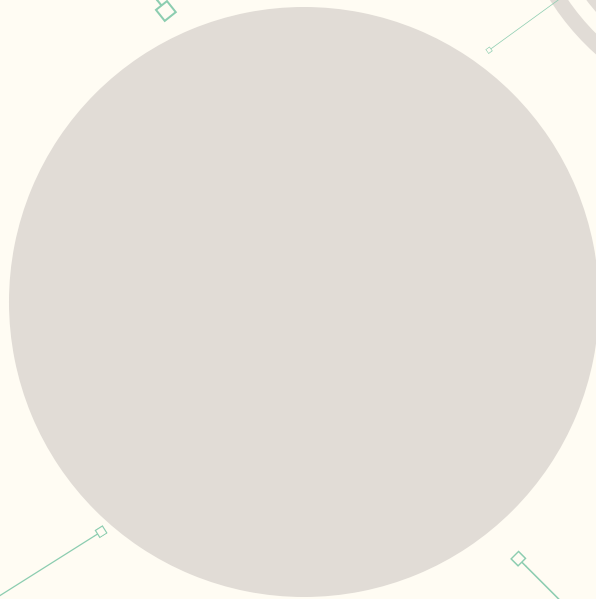
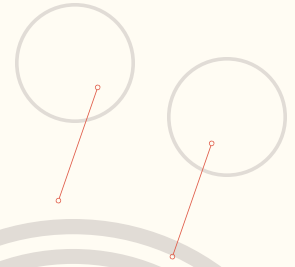
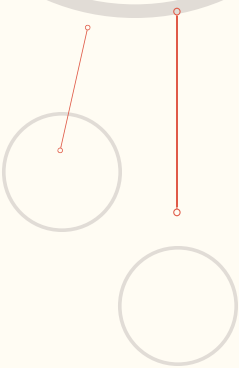
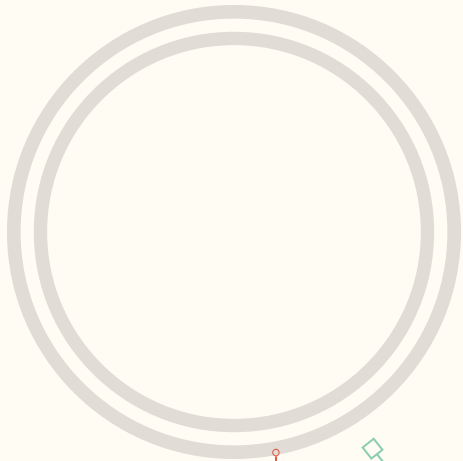
HAVING FUN ALLOWS FREER CREATIVE
THINKING

THIS IS A JUDGMENT-FREE ZONE

GIVE YOURSELF PERMISSION TO PLAY IN
THE EXPANSE OF POSSIBILITY

Week 1

MIND MAPPING



Week 1

P I N T E R E S T

V I S I O N
B O A R D

V I S I O N
S T A T E M E N T

Week 1

WHAT ARE YOU GOOD AT?

DO THIS IN 2 SEPARATE STINTS, SO THAT YOU CAN
HAVE TIME TO REFLECT & REFRESH:

SKILLS YOU'VE DEVELOPED

KNOWLEDGE YOU'VE ACQUIRED

CHALLENGES YOU'VE OVERCOME

Week 1

DEMAND MATRIX

CONSIDER THE PROFITABILITY OF YOUR IDEAS -
ORGANIZE THEM AS BEST YOU SEE FIT.



HIGH END

(HIGH PRICE, FEW CUSTOMERS)

GOLDEN GOOSE

(HIGH PRICE, MANY CUSTOMERS)

LABOR OF LOVE

(LOW PRICE, FEW CUSTOMERS)

MASS MARKET

(LOW PRICE, MANY CUSTOMERS)

*INSPIRED BY RAMIT SETHI

Week 1

LET'S PICK ONE!

AFTER THESE EXERCISES, CHOOSE 1 IDEA YOU'D
LIKE TO EXPLORE OVER THE NEXT 90 DAYS.

