

PROFIT & PROMPT WORKBOOK





BUSINESS IDEAS



- **NAME A PROFITABLE ONLINE SERVICE.**
- **DESCRIBE A LOW-INVESTMENT PRODUCT TO SELL.**
- **LIST 3 SIDE HUSTLES FOR STUDENTS.**
- **WHAT CAN YOU SELL IN YOUR LOCAL MARKET?**
- **A BUSINESS IDEA USING YOUR PHONE ONLY.**
- **TURN YOUR HOBBY INTO A SERVICE — HOW?**
- **A SUBSCRIPTION BOX CONCEPT FOR TEENS.**
- **WHAT CAN YOU SELL IN WINTER ONLY?**
- **SELL SOMETHING WITHOUT KEEPING STOCK.**
- **CREATE A DIGITAL PRODUCT IN 5 WORDS.**
- **AN APP IDEA THAT SAVES TIME.**
- **A NICHE BLOG THAT MAKES MONEY.**
- **A BUSINESS IDEA FOR PET LOVERS.**
- **A SERVICE FOR BUSY MOMS.**
- **SOMETHING YOU CAN SELL ON WHATSAPP.**
- **BUSINESS IDEA WITH AI USE.**
- **SMALL-TOWN BUSINESS WITH BIG POTENTIAL.**
- **ONE-HOUR-A-DAY INCOME IDEA.**
- **HOW TO EARN FROM YOUR SKILLS?**
- **AN UNUSUAL BUT PROFITABLE IDEA.**



PASSIVE INCOME



- NAME 3 WAYS TO EARN WHILE SLEEPING.
- WRITE A DIGITAL PRODUCT NAME.
- ONE WAY TO AUTOMATE SALES.
- A PASSIVE YOUTUBE IDEA.
- ONE AFFILIATE PRODUCT TO PROMOTE.
- WHAT TO RENT OUT FOR INCOME?
- MONETIZE OLD CONTENT — HOW?
- EARN FROM WRITING — 1 IDEA.
- A PRINTABLE THAT SELLS WELL.
- A COURSE TOPIC YOU CAN TEACH.
- USE YOUR KNOWLEDGE TO EARN — IDEA?
- CREATE ONCE, SELL FOREVER — WHAT?
- BEST PASSIVE TOOL FOR BEGINNERS?
- TINY EBOOK, BIG VALUE — IDEA?
- ONE INCOME STREAM FROM PHOTOS.
- SELL TEMPLATES — WHAT KIND?
- EARNING IDEA FOR DESIGNERS.
- BLOG POST THAT BRINGS INCOME.
- APP THAT EARNS FOR YOU.
- A WEEKEND PROJECT THAT PAYS OFF.



MARKETING MAGIC



- ONE SENTENCE TO SELL ANYTHING.
- CREATE A CATCHY BRAND NAME.
- A HOOK THAT GRABS ATTENTION.
- WRITE A 5-WORD PRODUCT PITCH.
- WHAT'S YOUR CUSTOMER'S PAIN?
- SOCIAL POST THAT SELLS — IDEA?
- CREATE URGENCY IN ONE LINE.
- OFFER THEY CAN'T REFUSE — IDEA?
- WHAT'S YOUR PRODUCT'S MAIN BENEFIT?
- BUILD TRUST WITH ONE SENTENCE.
- A TAGLINE THAT SELLS MORE.
- EMAIL SUBJECT LINE THAT CONVERTS.
- HEADLINE FOR A FREE OFFER.
- A LEAD MAGNET IDEA.
- SIMPLIFY YOUR OFFER — HOW?
- DESCRIBE YOUR PRODUCT IN EMOJIS.
- A STORY THAT SELLS.
- ONE STRONG CALL TO ACTION.
- USE FOMO — HOW?
- PROMOTE WITH ZERO BUDGET — IDEA?



PRODUCT CREATION



- **CREATE A COURSE IN 1 DAY — TOPIC?**
- **ONE DIGITAL PRODUCT FROM A BLOG POST.**
- **MAKE A CHECKLIST PRODUCT — IDEA?**
- **WRITE A GUIDE TITLE FOR BEGINNERS.**
- **TURN A TEMPLATE INTO A TOOLKIT.**
- **ONE-PAGE PRODUCT IDEA.**
- **WHAT CAN YOU TEACH IN 30 MINS?**
- **AN IDEA FOR A 7-DAY CHALLENGE.**
- **TURN YOUR NOTES INTO A PRODUCT.**
- **BUILD A SWIPE FILE — FOR WHAT?**
- **A MINI PRODUCT FOR QUICK WINS.**
- **TURN YOUR CANVA DESIGNS INTO MONEY.**
- **MICRO-COURSE IDEA?**
- **ONE SKILL YOU CAN PACKAGE.**
- **CREATE SOMETHING FOR UNDER \$5.**
- **BUNDLE IDEA WITH HIGH VALUE.**
- **REPURPOSE A WEBINAR — HOW?**
- **PRODUCT IDEA FOR FREELANCERS.**
- **A WORKBOOK TITLE THAT SELLS.**
- **TINY SERVICE → BIG VALUE — EXAMPLE?**



CONTENT CREATION



- 3 REEL IDEAS FOR YOUR BRAND.
- ONE VIRAL TWEET IDEA.
- BLOG POST IDEA THAT SOLVES A PROBLEM.
- CAPTION TO SELL A PRODUCT.
- SHORT VIDEO SCRIPT IDEA.
- PODCAST TOPIC THAT TEACHES SOMETHING.
- ONE TIP TO REPURPOSE CONTENT.
- A STORY THAT EDUCATES.
- SHARE A MYTH IN YOUR NICHE.
- 3 WAYS TO DELIVER VALUE FAST.
- ONE CONTROVERSIAL OPINION – NICHE?
- TEACH SOMETHING IN 15 SECONDS.
- SHARE A MISTAKE – WHAT LESSON?
- BEFORE/AFTER CONTENT IDEA.
- CREATE AN FAQ POST – ON WHAT?
- WHAT DO PEOPLE ASK YOU OFTEN?
- A HOW-TO IN 5 STEPS.
- WRITE A HOOK FOR A BLOG.
- CREATE CAROUSEL CONTENT – TOPIC?
- TURN AN EMAIL INTO A POST – HOW?



MONEY MINDSET



- WHAT DOES MONEY MEAN TO YOU?
- ONE LIMITING BELIEF ABOUT INCOME?
- FINISH THIS: "I DESERVE TO..."
- A MONEY AFFIRMATION FOR TODAY?
- WHAT DOES WEALTH FEEL LIKE?
- A RICH HABIT TO ADOPT?
- HOW DO YOU HANDLE MONEY STRESS?
- ONE MONEY GOAL THIS MONTH?
- DESCRIBE FINANCIAL FREEDOM IN 3 WORDS.
- WHAT TRIGGERS OVERSPENDING?
- HOW DO YOU CELEBRATE EARNINGS?
- A FINANCIAL WIN THIS WEEK?
- WHAT WOULD 10X INCOME CHANGE?
- WRITE YOUR RICH LIFE VISION.
- ONE MONEY DECISION TO IMPROVE?
- TRACK YOUR LAST 5 PURCHASES.
- WRITE A GRATITUDE NOTE TO MONEY.
- HOW WOULD YOUR MENTOR HANDLE THIS?
- WHAT'S YOUR WEALTH IDENTITY?
- A HABIT THAT GROWS YOUR INCOME?



BRAINSTORM BOOST



- LIST 5 THINGS YOU'RE GOOD AT.
- WRITE 3 OFFERS AROUND YOUR SKILLS.
- WHAT DO PEOPLE ALWAYS ASK YOU?
- YOUR SUPERPOWER IN BUSINESS?
- 10 BUSINESS NAME IDEAS.
- LIST 3 THINGS YOU'D TEACH.
- CREATE A FRAMEWORK — NAME IT.
- WHAT WOULD YOU DO WITH 1 HOUR?
- MAKE A 3-STEP METHOD.
- TURN THIS INTO A SERVICE: [BLANK].
- WHAT'S YOUR DREAM PRODUCT?
- WHAT TOPIC EXCITES YOU MOST?
- IDEA DUMP — 10 FAST!
- TURN 1 IDEA INTO 3 VERSIONS.
- REVERSE AN IDEA — WHAT CHANGES?
- MASH TWO IDEAS INTO ONE.
- ADD A BONUS — WHAT FITS?
- ADD A TWIST TO A BORING OFFER.
- SIMPLIFY AN IDEA — HOW?
- WHAT WOULD YOUR CLIENT LOVE?



WRITING FOR PROFIT



- **WRITE A 1-LINE HOOK.**
- **TURN FEATURES INTO BENEFITS — EXAMPLE?**
- **CREATE A BOLD OPINION POST.**
- **WRITE A MINI STORY WITH VALUE.**
- **DESCRIBE YOUR AUDIENCE IN ONE LINE.**
- **WRITE A TESTIMONIAL FOR YOURSELF.**
- **REWRITE THIS TO BE PUNCHIER: [BLANK].**
- **TURN PAIN INTO A PROMISE.**
- **WRITE 3 CONTENT ANGLES FOR A PRODUCT.**
- **CREATE A HEADLINE THAT STOPS SCROLLS.**
- **WHAT MAKES THIS OFFER IRRESISTIBLE?**
- **TURN THIS LIST INTO A CAPTION.**
- **ONE-SENTENCE EMAIL THAT CONVERTS.**
- **WRITE IN 3 TONES: BOLD, FUN, WARM.**
- **WHAT MAKES YOUR WRITING UNIQUE?**
- **A CALL-TO-ACTION IN 5 WORDS.**
- **HOW WOULD YOU WRITE THIS FOR KIDS?**
- **CREATE A SIMPLE BRAND VOICE GUIDE.**
- **MAKE IT VISUAL — HOW?**
- **TURN THIS PHRASE INTO A MEME.**



SOCIAL MEDIA STRATEGY



- **PICK ONE PLATFORM — WHY?**
- **WHAT'S YOUR CONTENT GOAL THIS MONTH?**
- **PLAN 3 STORY IDEAS TODAY.**
- **WHAT'S TRENDING IN YOUR NICHE?**
- **ONE VALUE-BASED POST IDEA.**
- **A POST THAT SELLS SOFTLY.**
- **CREATE A WEEKLY CONTENT THEME.**
- **HOW DO YOU ENGAGE YOUR AUDIENCE?**
- **BEST-PERFORMING POST TYPE — WHY?**
- **SHARE BEHIND THE SCENES — WHAT?**
- **POLL IDEA FOR ENGAGEMENT.**
- **WHAT CONTENT DO YOU LOVE?**
- **WHAT DO YOUR FOLLOWERS NEED?**
- **A CONTENT SERIES TITLE IDEA.**
- **HOW OFTEN WILL YOU POST?**
- **DEFINE YOUR SOCIAL VIBE IN 3 WORDS.**
- **ONE THING TO STOP DOING ONLINE?**
- **WHAT MAKES A GOOD HOOK?**
- **HOW CAN YOU SHOW PROOF?**
- **CONTENT IDEA FROM YOUR DMS?**



DESIGN & BRANDING



- **PICK 3 BRAND COLORS.**
- **CHOOSE A FONT VIBE — BOLD, SOFT, CLEAN?**
- **SKETCH A LOGO IDEA.**
- **WHAT EMOTION DOES YOUR BRAND GIVE?**
- **ONE DESIGN STYLE YOU LOVE.**
- **CREATE A PRODUCT MOCKUP — WHAT?**
- **NAME YOUR BRAND PERSONALITY.**
- **DEFINE YOUR VISUAL STYLE IN 3 WORDS.**
- **CANVA TEMPLATE IDEA?**
- **A BRAND THAT INSPIRES YOU — WHY?**
- **CHOOSE A CONSISTENT LAYOUT IDEA.**
- **DESIGN A COVER FOR YOUR GUIDE.**
- **FAVORITE ICON FOR YOUR NICHE?**
- **WHAT DOES YOUR BRAND NOT DO?**
- **CREATE A VISUAL CTA IDEA.**
- **ADD A SIGNATURE ELEMENT — WHAT?**
- **SIMPLIFY YOUR BRAND VISUALS — HOW?**
- **WHAT COLORS DO YOUR AUDIENCE LOVE?**
- **BUILD YOUR BRAND MOOD BOARD.**
- **ONE THING TO REDESIGN — WHAT?**



CLIENT WORK



- WHAT SERVICE DO YOU OFFER?
- WHO IS YOUR DREAM CLIENT?
- HOW DO YOU ONBOARD THEM?
- 3 QUESTIONS TO ASK BEFORE STARTING?
- SET A BOUNDARY — WHAT & HOW?
- WRITE A SIMPLE CLIENT PROCESS.
- WHAT MAKES A GREAT CLIENT EXPERIENCE?
- DEFINE YOUR PRICING TIERS.
- HOW DO YOU DELIVER FILES?
- A TOOL YOU USE WITH CLIENTS?
- ONE WAY TO WOW A CLIENT?
- HOW TO HANDLE SCOPE CREEP?
- YOUR MOST VALUABLE SERVICE — WHY?
- WRITE YOUR CLIENT WELCOME MESSAGE.
- WHAT WOULD MAKE THEM REFER YOU?
- WRITE A REVIEW REQUEST MESSAGE.
- OFFER A RETAINER — WHAT'S INCLUDED?
- CREATE A “QUICK WIN” SERVICE.
- WHAT DOES YOUR CONTRACT SAY?
- A MISTAKE TO AVOID WITH CLIENTS?



OFFERS THAT SELL



- WHAT'S YOUR CURRENT OFFER?
- NAME IT IN A FUN WAY.
- WHO IS IT FOR — EXACTLY?
- WHAT'S THE MAIN RESULT?
- ADD A GUARANTEE — WHAT KIND?
- STACK THE VALUE — HOW?
- REMOVE ONE THING — WHAT CHANGES?
- ADD URGENCY — IDEA?
- MAKE IT EASIER TO BUY — HOW?
- CREATE A 3-TIER PRICING PLAN.
- WRITE A FAST-ACTION BONUS.
- YOUR UNIQUE METHOD — NAME IT.
- ADD A WORKSHOP — WHAT TOPIC?
- UPSELL IDEA FOR THIS OFFER?
- BUNDLE THIS WITH — WHAT?
- WHAT'S MISSING IN YOUR OFFER?
- SHARE ONE CLIENT RESULT.
- CREATE A LIMITED EDITION VERSION.
- MAKE IT BEGINNER-FRIENDLY — HOW?
- WHAT'S YOUR “WHY” BEHIND IT?



TIME & ENERGY



- TRACK YOUR TIME TODAY — WHAT DO YOU NOTICE?
- ONE THING THAT DRAINS YOUR ENERGY?
- WHAT FUELS YOUR CREATIVITY?
- BLOCK 2 HOURS — WHAT WILL YOU DO?
- WHAT'S YOUR IDEAL WORK RHYTHM?
- ELIMINATE A TASK — WHICH ONE?
- SIMPLIFY YOUR TO-DO LIST.
- CREATE A DAILY ENERGY RITUAL.
- FOCUS FOR 25 MINS — WHAT'S THE TASK?
- HOW DO YOU REST INTENTIONALLY?
- PLAN TOMORROW IN 3 STEPS.
- WHAT DISTRACTS YOU THE MOST?
- WRITE A “NOT-TO-DO” LIST.
- ADD MORE JOY TO YOUR WORKFLOW — HOW?
- ONE THING TO AUTOMATE?
- WHAT WOULD YOU OUTSOURCE?
- TIME-SAVING TOOL YOU LOVE?
- MORNING ROUTINE FOR MONEY-MAKERS?
- EVENING ROUTINE TO RECHARGE?
- SET A BOUNDARY — WHERE AND WHY?



LEARNING & GROWTH



- WHAT SKILL DO YOU WANT TO LEARN?
- ONE COURSE YOU'D LOVE TO TAKE?
- FAVORITE BUSINESS BOOK – WHY?
- WHAT DID YOU LEARN THIS WEEK?
- 3 CREATORS WHO INSPIRE YOU?
- A HABIT THAT HELPS YOU GROW?
- ONE MINDSET SHIFT YOU HAD?
- WHAT SCARES YOU IN BUSINESS?
- HOW DO YOU TRACK GROWTH?
- YOUR BEST INVESTMENT SO FAR?
- LEARN BY DOING – WHAT NEXT?
- TAKE MESSY ACTION – WHERE?
- ASK FOR HELP – FROM WHOM?
- REFLECT ON A PAST WIN.
- WHAT CHALLENGE GREW YOU MOST?
- CREATE A MINI LEARNING PLAN.
- WHERE DO YOU LEARN BEST?
- WHAT HELPS INFO STICK?
- DEFINE “GROWTH” IN YOUR OWN WORDS.
- YOUR TOP STRENGTH RIGHT NOW?



SYSTEMS & TOOLS



- **WHAT SYSTEM SAVES YOU HOURS?**
- **TOOL YOU USE DAILY?**
- **CREATE A CLIENT WORKFLOW.**
- **AUTOMATE THIS – WHAT?**
- **HOW DO YOU ORGANIZE CONTENT?**
- **YOUR CRM TOOL – NAME IT.**
- **SCHEDULE TOOL FOR CALLS?**
- **ONE TOOL TO REPLACE 3 OTHERS?**
- **MAKE A SYSTEM FOR ONBOARDING.**
- **TRACK PAYMENTS – HOW?**
- **PROJECT TRACKER SETUP?**
- **YOUR FILE-NAMING FORMULA?**
- **WEEKLY REVIEW TEMPLATE?**
- **PASSWORD MANAGER YOU TRUST?**
- **WHERE DO YOU STORE IDEAS?**
- **SIMPLIFY THIS TOOL – HOW?**
- **CREATE A SOP (STANDARD PROCESS).**
- **BEST TOOL FOR TEAM WORK?**
- **USE ZAPIER – FOR WHAT?**
- **YOUR TOOL WISHLIST?**



GROWTH PLANNING



- WHAT'S YOUR 90-DAY GOAL?
- BREAK IT INTO 3 MILESTONES.
- REVENUE GOAL FOR THIS MONTH?
- WHAT'S WORKING RIGHT NOW?
- WHAT NEEDS A FIX?
- A NEW STRATEGY TO TEST?
- ONE GROWTH LEVER TO PULL?
- TRACK THIS METRIC – WHAT?
- WHERE ARE LEADS COMING FROM?
- YOUR AUDIENCE SIZE TODAY?
- GROW BY 10% – HOW?
- PLAN A LAUNCH – DATE?
- WHAT WOULD DOUBLE YOUR REACH?
- GROWTH VS. MAINTENANCE – WHAT'S PRIORITY?
- ADD A NEW OFFER – WHAT?
- KILL AN OFFER – WHY?
- WHAT'S YOUR LEAD GEN PLAN?
- BUILD A REFERRAL LOOP – HOW?
- MONTHLY FOCUS WORD?
- CELEBRATE THIS SMALL WIN.



LAUNCH PLANNING



- LAUNCH DATE — WHEN?
- OFFER NAME FOR THE LAUNCH?
- WHAT'S THE MAIN LAUNCH GOAL?
- DESCRIBE YOUR IDEAL BUYER.
- LAUNCH HOOK IN ONE LINE?
- PRE-LAUNCH CONTENT IDEA?
- HOW WILL YOU BUILD ANTICIPATION?
- LAUNCH FREEBIE IDEA?
- WARM-UP EMAIL TOPIC?
- ONE THING YOU'LL DO DIFFERENTLY?
- LAUNCH BONUS IDEA?
- EARLY BIRD OFFER — WHAT?
- URGENCY ELEMENT — HOW?
- HOW WILL YOU SHOW PROOF?
- SALES PAGE HEADLINE?
- DAY 1 PROMO IDEA?
- WHAT WILL YOU DO POST-LAUNCH?
- ONE LAUNCH FEAR TO RELEASE?
- WHO CAN SUPPORT THIS LAUNCH?
- ONE THING TO SIMPLIFY?



PROBLEM-SOLVING



- WHAT'S A RECURRING BUSINESS PROBLEM?
- WHAT CAUSED IT — ROOT ISSUE?
- BREAK IT DOWN INTO SMALLER STEPS.
- WHAT WOULD A MENTOR SUGGEST?
- WHO CAN HELP SOLVE THIS?
- ONE WAY TO TEST A SOLUTION?
- WHAT'S NOT WORKING — REALLY?
- SHIFT YOUR PERSPECTIVE — HOW?
- QUICK FIX VS. LONG-TERM FIX?
- WHAT HAVE YOU TRIED ALREADY?
- IF THIS WERE EASY, WHAT'S NEXT?
- REDEFINE THE PROBLEM IN 1 SENTENCE.
- WHAT'S ONE ACTION TO TRY TODAY?
- WHAT WOULD YOUR PAST SELF TRY?
- WHAT DATA CAN HELP HERE?
- USE “WHAT IF...” TO BRAINSTORM.
- ONE THING TO STOP DOING?
- VISUALIZE THE IDEAL OUTCOME.
- SMALL WIN TOWARD THE SOLUTION?
- WHO'S SOLVED THIS BEFORE — LEARN HOW?



DIGITAL PRODUCTS



- **CREATE A DIGITAL PRODUCT TITLE.**
- **WHO IS THIS FOR?**
- **WHAT PROBLEM DOES IT SOLVE?**
- **OUTLINE 3 SECTIONS OF YOUR PRODUCT.**
- **WHAT FORMAT WILL IT BE?**
- **PRICE POINT — HIGH, MID, LOW?**
- **ADD A BONUS — WHAT FITS?**
- **HOW WILL YOU DELIVER IT?**
- **WRITE A SHORT PRODUCT DESCRIPTION.**
- **WHAT MAKES THIS STAND OUT?**
- **ADD A TESTIMONIAL — REAL OR SAMPLE.**
- **PLATFORM TO SELL IT ON?**
- **TURN THIS INTO A BUNDLE — HOW?**
- **WHAT'S YOUR REFUND POLICY?**
- **MINI VERSION — WHAT'S INSIDE?**
- **PREMIUM UPGRADE IDEA?**
- **INCLUDE A CHECKLIST — FOR WHAT?**
- **CREATE A ONE-PAGE SUMMARY.**
- **ADD AUDIO OR VIDEO — WHY?**
- **YOUR FIRST 3 PROMO STEPS?**



COMMUNITY BUILDING



- WHO DO YOU WANT IN YOUR COMMUNITY?
- WHERE WILL YOU BUILD IT?
- ONE REASON PEOPLE WILL JOIN?
- WEEKLY CONTENT THEME – IDEA?
- HOW WILL YOU WELCOME NEW MEMBERS?
- WHAT VALUES GUIDE THE SPACE?
- CREATE A NAME FOR YOUR COMMUNITY.
- MONTHLY EVENT IDEA?
- A WAY TO FEATURE MEMBERS?
- WHAT WILL KEEP IT ACTIVE?
- HOW WILL YOU SUPPORT CONNECTION?
- ONE COMMUNITY RULE TO SET?
- OFFER A CHALLENGE – WHAT KIND?
- WHAT KIND OF CONTENT BELONGS HERE?
- WHAT QUESTIONS CAN YOU ASK WEEKLY?
- INVITE MESSAGE – SHORT & CLEAR?
- HOW WILL YOU GATHER FEEDBACK?
- ONE REWARD FOR ENGAGED MEMBERS?
- A TOOL TO MANAGE THE GROUP?
- WHAT'S YOUR LONG-TERM COMMUNITY VISION?



PLANNING & PRODUCTIVITY



- **WHAT'S YOUR TOP PRIORITY THIS WEEK?**
- **BREAK YOUR MONTH INTO 4 FOCUSES.**
- **WHAT ARE YOUR "NEEDLE-MOVERS"?**
- **THEME YOUR DAYS — WHAT FITS?**
- **MORNING FOCUS SESSION — WHAT TASK?**
- **WEEKLY CEO CHECK-IN — WHAT TO REVIEW?**
- **HOW WILL YOU BATCH CONTENT?**
- **PICK 3 TASKS FOR TOMORROW.**
- **ONE THING TO AUTOMATE THIS WEEK?**
- **HOW WILL YOU TRACK PROGRESS?**
- **YOUR REWARD FOR FINISHING EARLY?**
- **WRITE YOUR END-OF-DAY RITUAL.**
- **PLAN A "REST DAY" — WHAT'S INCLUDED?**
- **HOW CAN YOU SIMPLIFY YOUR WORKFLOW?**
- **WHAT'S STEALING YOUR FOCUS LATELY?**
- **WHO CAN SUPPORT YOU THIS WEEK?**
- **BLOCK DISTRACTIONS — HOW?**
- **CREATE A 3-HOUR WORK PLAN.**
- **WHAT ENERGIZES YOUR BEST WORK?**
- **CELEBRATE ONE THING TODAY — WHAT?**



VISION & PURPOSE



- WHY DO YOU DO WHAT YOU DO?
- WHAT WOULD SUCCESS FEEL LIKE?
- DESCRIBE YOUR IDEAL DAY.
- WHAT DOES “FREEDOM” MEAN TO YOU?
- WHO DO YOU WANT TO IMPACT?
- WHAT KIND OF LEGACY DO YOU WANT?
- YOUR MISSION IN 1 SENTENCE?
- WRITE YOUR 3-YEAR VISION.
- WHAT EXCITES YOU THE MOST?
- WHERE ARE YOU HOLDING BACK?
- WHAT DOES YOUR DREAM BUSINESS OFFER?
- WHO’S YOUR FUTURE SELF — DESCRIBE THEM?
- FINISH THIS: “I WANT TO CREATE...”
- WHAT’S YOUR CORE MESSAGE?
- WHERE DO YOU WANT TO SHOW UP MORE?
- WHAT’S THE REAL GOAL BEHIND YOUR GOAL?
- ONE BOLD MOVE YOU’RE SCARED OF?
- ALIGN THIS WEEK WITH YOUR VISION — HOW?
- WHAT NEEDS TO SHIFT TO GROW?
- WHO DO YOU NEED TO BECOME?



SELLING WITH EASE



- **WHAT ARE YOU SELLING TODAY?**
- **WHO IS IT PERFECT FOR?**
- **WHY DOES IT MATTER NOW?**
- **SHARE A STORY THAT SELLS IT.**
- **CREATE A “LAZY” SALES METHOD.**
- **REMOVE FRICTION FROM CHECKOUT — HOW?**
- **MAKE IT FEEL LIKE A NO-BRAINER — HOW?**
- **SHARE A RESULT — SHORT VERSION.**
- **WHAT MAKES YOUR PRODUCT VALUABLE?**
- **BUILD TRUST — IN 1 LINE.**
- **SHARE YOUR STORY BEHIND THE OFFER.**
- **WHAT'S ONE REASON PEOPLE HESITATE?**
- **OVERCOME THAT OBJECTION — HOW?**
- **INCLUDE PROOF — REAL OR HYPOTHETICAL?**
- **ONE SENTENCE PITCH — GO!**
- **INVITE INSTEAD OF PUSH — WHAT TO SAY?**
- **HOW WOULD YOU EXPLAIN IT TO A FRIEND?**
- **WHAT EMOTIONS WILL YOUR PRODUCT CREATE?**
- **WHAT BONUS WOULD TIP THEM OVER?**
- **CLOSE THE SALE IN 3 STEPS.**



NICHING & POSITIONING



- WHAT PROBLEM DO YOU SOLVE?
- WHO IS YOUR SOLUTION NOT FOR?
- WHAT'S YOUR UNIQUE PERSPECTIVE?
- FINISH: "I HELP [WHO] DO [WHAT]..."
- WHAT MAKES YOU DIFFERENT IN YOUR NICHE?
- HOW DO YOU WANT TO BE KNOWN?
- WHAT TOPICS DO YOU TALK ABOUT MOST?
- WHAT'S YOUR NICHE FLAVOR — QUIRKY, DEEP, FUN?
- COMBINE 2 INTERESTS — WHAT DO YOU GET?
- NARROW YOUR AUDIENCE — HOW?
- WHAT DOES YOUR DREAM CLIENT BELIEVE?
- CREATE YOUR 3 CONTENT PILLARS.
- WHAT DO YOU WANT TO BE FAMOUS FOR?
- WHO ELSE DOES THIS — WHAT'S MISSING?
- WHERE CAN YOU STAND OUT MORE?
- DESCRIBE YOUR BRAND'S VIBE.
- WHAT ARE YOUR PEOPLE TIRED OF?
- CREATE A NEW CATEGORY NAME.
- WHAT'S YOUR EDGE OR SECRET SAUCE?
- REPEAT YOUR CORE MESSAGE — IN A NEW WAY.



CREATIVE SPARK



- WHAT INSPIRES YOU RIGHT NOW?
- WHERE DO YOUR BEST IDEAS COME FROM?
- COMBINE TWO RANDOM THINGS — IDEA?
- RECREATE SOMETHING — IN YOUR OWN STYLE.
- WHAT IF YOU BROKE YOUR RULES?
- MAKE A LIST OF “BAD” IDEAS.
- CHANGE YOUR SCENERY — WHAT NEW IDEA COMES?
- USE A SONG LYRIC AS A PROMPT.
- WHAT’S A WEIRD IDEA YOU LOVE?
- WHAT WOULD A CHILD SUGGEST HERE?
- STEAL LIKE AN ARTIST — FROM WHOM?
- ADD FUN TO YOUR NEXT IDEA — HOW?
- LIMIT YOURSELF — 5 MINUTES, 5 TOOLS.
- DRAW IT OUT — SKETCH AN IDEA.
- LOOK OUTSIDE YOUR NICHE — WHAT STANDS OUT?
- REMIX AN OLD POST — HOW?
- WHAT IDEA ARE YOU AFRAID TO TRY?
- FREE-WRITE FOR 60 SECONDS.
- WRITE 10 TITLES WITH NO FILTER.
- WHAT WOULD MAKE THIS MORE FUN?



NOTES



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