

DEVELOP YOUR IDEAS

You may already have a clear idea on what your offer could be but I would still encourage to you to do this exercise - to see if there's anything you have missed.

What you know might seem irrelevant to you but it could be game-changing for a business.

You need to get EVERYTHING out of your head that you could offer. You may have a more creative method - but I like to use post it notes and write one idea on each note and stick it on the wall.

Think about every skill that's involved in what you do - not just the end output. If you're a singer - do you also teach, arrange music etc? If you're a writer do you know how to research, edit ?

Basically think about all the professional elements that make up what you do.

Next, cross reference your post-it notes / ideas against your quiz Hero result (Employee, CSR, L&D, Product or Events) to see whether there is a fit.

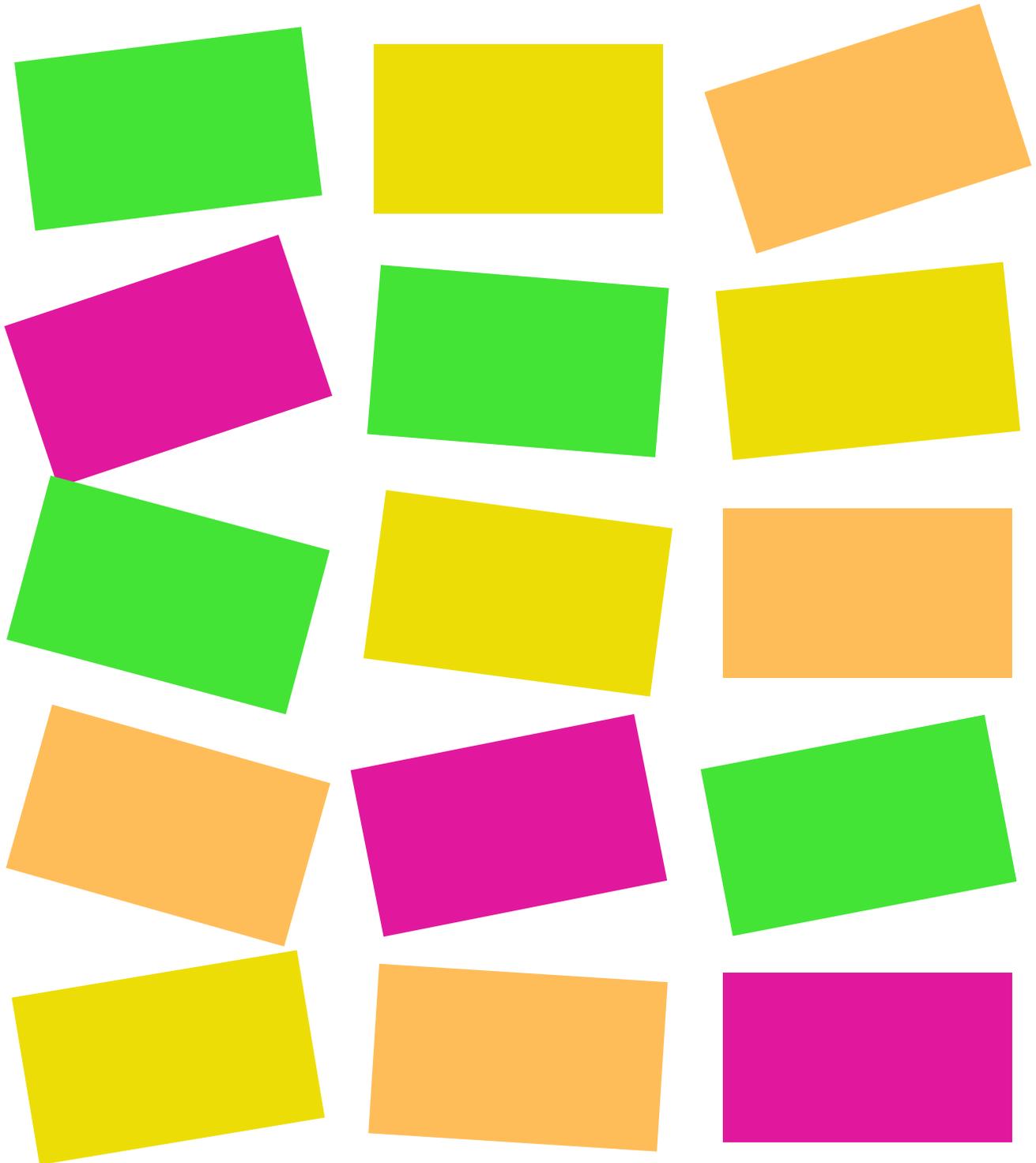
In my experience when working with artists they are either instinctively drawn to one or two things that they would love to offer or they have about 50 things they would consider if the price was right (those bills need paying - right?!)

Please try to stay true to yourself (we're not selling our souls here remember!) look over your notes about what you most want and pick just one idea (or two if you really must) to work on.

The reason for this is to give you a focus - I'm not asking you to give up your other ideas for life but this will give you clarity which will help you move forward.

WORKSHEET 3

Get all your ideas out of your head and onto paper – if you haven't any Post-Its you can put your ideas down here!



MY ONE IDEA IS:

