



# START SMART™

## Worksheet

My Name: \_\_\_\_\_ My Idea: \_\_\_\_\_

### YOUR WHY

“What gets you fired up—and how could that help someone?” What is your core genius? Your super power?

Write a quick draft Why Statement in the form of

My why is to \_\_\_\_\_

So that \_\_\_\_\_

### TARGET MARKET

Who do you want to impact most? Be specific—go small to go deep.

Demographics to Consider:

Gender: \_\_\_\_\_

Age Range: \_\_\_\_\_

Income Level: \_\_\_\_\_

Life Situation (career, stage of life, family, etc.): \_\_\_\_\_

What impact do you want to have with this group?

What are their dreams?

What problem do you solve for them?

What insecurities do they have about themselves related to this dream?

What about their time, energy, or confidence keeps them from pursuing this dream?

Quick Sketch of Your Ideal Client (bullet points:)

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### UNIQUE SELLING PROPOSITION

What transformation do you offer? What dream do you deliver?

Is it compelling?

What makes you different from other solutions to this problem?

### LIMITING BELIEFS

What fears, doubts, or obstacles are keeping you from moving forward??

What is another way to think about this?

What new belief will move you forward?



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### COMMITTMENTS

What is one action you will take this week?

What was your biggest aha?