

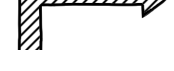
FULL NAME:

Let's Start!

This **Idea to Action worksheet** will help you take a project, business or dream and make it real. Follow this step-by-step guide to outline your vision and next steps. As you work your way through, consider how each section is connected to your concept and vision.



Follow these arrows to push your ideas forward



These arrows encourage you to make a connection between two sections



Your Concept

In one sentence describe what you will do and how will you do it.



Vision

What does your ideal day-to-day look like?



Your Advantages

What makes you stand out?



Your Values

What is important to you and to your business?



Ideal Customers / Clients / Audience

What do your ideal customers look like?

Differences?



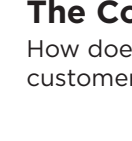
Existing Customers / Clients / Audience

If you don't have existing customers, who are most likely to be your first?



Their Needs and Wants

What do your customers / clients / audience look for?



The Connection

How does what you do connect to your customers / clients / audience?



Your Output and Activities

What are you creating?



Channels

What ways do you engage and deliver your output and activities?

People

Who are possible partners, mentors, and collaborators?

Resources

What resources do you need to succeed? What are the gaps you need to fill?

Costs

Consider both costs related to your Output and Activities, as well as broader everyday costs.



Revenue

Consider both revenue related to your Output and Activities, as well as other sources of revenue.



Milestones

List three milestones you need to bring your idea to reality.

Questions

What do you need to research further?



Next Steps

Taking a look at what you've filled out, what gaps or sections need the most work? How can you advance your idea?

Specific

(What is your next step?)

Measurable

(How will you know it's done?)

Achievable

(How will you do it?)

Relevant

(Why are you doing it?)

Timely

(When will you do it?)

Specific (What is your next step?)	Measurable (How will you know it's done?)	Achievable (How will you do it?)	Relevant (Why are you doing it?)	Timely (When will you do it?)