



Questions to Help Guide You

As you work through the **Idea to Action Worksheet** consider the following to help prompt your thinking:

2	3
4	5

Printing

Print all and combine pages 2-5 as shown.



Your Concept

Are you:

- Turning a project into a business?
- Starting a studio practice?
- Launching a DIY space?
- Running an art collective?
- Growing your business?
- Striving for sustainability in your practice?

Vision

- Where do you want your concept to take you?
- What are you doing?
- What does your work space look like? What materials, colours, or textures are there?
- Who is with you or around you?
- How do people interact with you and your concept?
- What elements bring you the most fulfillment or joy?

Your Advantage

- Why are you excited about your concept?
- Why are customers/clients/audiences engaging with you?
- If you have a “problem” you are solving with your idea, what is it?

Your Values

- What is important to you? How do you want to show up for your community, friends, family, or yourself?
- What makes you feel passionate, excited, or angry?
- When you feel happy and fulfilled, what are you doing? Where were you? Who were you with?

Ideal Customers/Clients/Audience

- What do they **see** and **hear**?
- How do they **think** and **feel**?
- What do they **do** and **say**?

Existing Customers/Clients/Audience

- What do they **see** and **hear**?
- How do they **think** and **feel**?
- What do they **do** and **say**?

Differences?

- How do your ideal customers compare to your existing or potential customers?

Their Needs and Wants

- Consider what your customers/clients/audience are looking for. What do they need?

- What are challenges they face?
- How do they interact with you and your concept?

Your Outputs and Activities

- What do you do to fulfill your concept?
- What does your activity look like day-to-day, month-to-month, and yearly?

The Connection

- How does your business address the needs and wants of your customers?
- In what ways do you interact with them?
- How does your concept bring value to others?

Channels

- How do your different channels engage your customers?
- What channels do you and your peers use?

Resources

- Consider resources knowledge, technology, systems, networks, etc.
- What resources have you already accessed?
- Who can help you find and fulfill the gaps in your current resources?

People

- **Partners:** people who share your common vision, may become members of your team.
- **Mentors:** people you can share their own experiences and provide guidance.
- **Collaborators:** people or organizations who you can work with towards a common goal. They may bring a skill or resource you don't have access to on your own.

Costs

- What are initial costs to launch your idea? To bring on your first customer?
- What costs are related to being sustainable?

Revenue

- What is your pricing model for your activities?
- Consider **indirect** and **direct** methods, and **passive** and **active** methods you can bring in revenue.

Milestones

- Consider initial steps you need to take to begin.
- What are steps are the most exciting?
- What steps are daunting or unclear? How can you find clarity?

Let's Start!

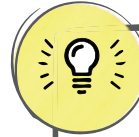
This **Idea to Action worksheet** will help you take a project, business or dream and make it real. Follow this step-by-step guide to outline your vision and next steps. As you work your way through, consider how each section is connected to your concept and vision.



Follow these arrows to push your ideas forward



These arrows encourage you to make a connection between two sections



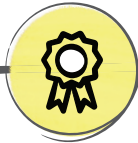
Your Concept

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?



Next Steps

Taking a look at what you've filled out, what gaps

Specific

(What is your next step?)

Measurable

(How will you know it's done?)

Achievable

(How will you do it?)

Specific (What is your next step?)	Measurable (How will you know it's done?)	Achievable (How will you do it?)

Questions

What do you need to research further?



Milestones

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



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.

or sections need the most work? How can you advance your idea?

Ide (do it?) **Relevant** (Why are you doing it?) **Timely** (When will you do it?)

People

Who are possible partners, mentors, and collaborators?

Resources

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





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?

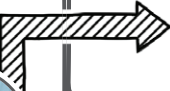
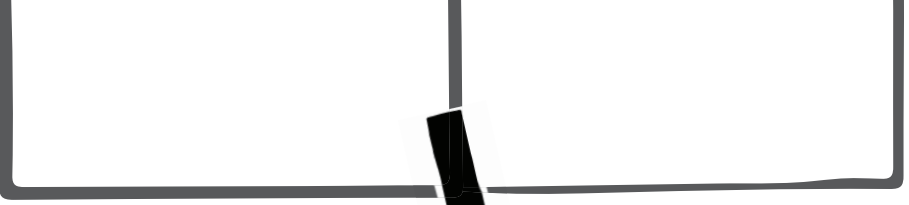


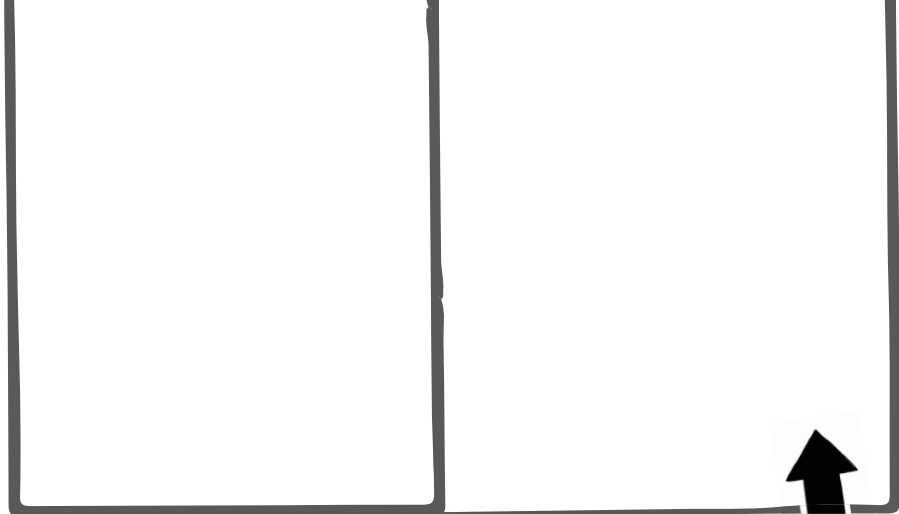
Their Needs and Wants

What do your customers / clients / audience look for?

The Connection

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





Your Output and Activities
What are you creating?

n
do connect to your
audience?



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



This worksheet is adapted from the Business Model Canvas (Strategyzer.com) and is licensed under a Creative Commons Attribution-ShareAlike 3.0 Unported License.

