




Clarity Before the Build

*A Worksheet for
Aspiring Business Owners*



DREAM · BUILD · THRIVE

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Before you can build, you must get clear. Work through each section with honesty and intention — this is where your most aligned business idea begins to take shape.

01 Brain Dump — All Your Ideas

List every business idea that has ever crossed your mind — no filter, no judgment:

- _____
- _____
- _____
- _____

Circle your top 2–3 above. What draws you to those?

- _____
- _____

02 Your Strengths & Superpowers

What are you naturally good at? (skills, talents, knowledge)

- _____
- _____

What do people always come to you for help with?

- _____
- _____

What topics could you talk about for hours without getting bored?

- _____
- _____

03 Who Do You Want to Help?

Describe your dream customer or client:

- Women Men Both Businesses (B2B)

Their age range, lifestyle, struggles, or goals:

- _____
- _____

What is the #1 problem you want to solve for them?

- _____
- _____

04 The Idea Validation Check

Pick your top idea and answer each question honestly:

Does this solve a real, recurring problem people spend money on?

- Absolutely Possibly Not sure

Is there evidence of existing demand — buyers, communities, competitors?

- Yes, clear Some signals Need to research

Could you still see yourself building this three years from now?

- Yes Maybe No

Do you have the skills — or a clear path to learning / outsourcing?

- Have them Can learn Will outsource

05 The Business Model

How will you make money? Check all that apply:

- Digital products
- Coaching / services
- Physical products
- Membership / community
- Courses / workshops
- Affiliate / licensing

What would your first offer or product be?

- _____
- _____

What price point feels right for your audience?

- Under \$50
- \$50-\$200
- \$200-\$500
- \$500+

06 Your Big Picture Vision

In one sentence, describe what your business will do and who it will serve:

- _____
- _____

Why does this matter to you personally?

- _____
- _____

What does success look like 12 months from now?

- _____
- _____



Your Next Step

Write your chosen idea. Commit to one action within 48 hours.



My Business Idea:

- _____
- _____

My First Offer Will Be:

- _____
- _____

The One Action I Will Take This Week:

- _____
- _____

My Commitment to Myself:

- _____
- _____

Notes & Reflections:

- _____
- _____
- _____
- _____
- _____

Clarity is the beginning. Commitment is the bridge. You were built for this.