

Date of **BRAINSTORMING SESSION**: \_\_\_\_\_

Who's attending or participating in this session: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Goal, Objective or Problem: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the desired outcome: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What does the product or service solve for the end user? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Where are you in your business? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Where do you want to be in 3 & 12 months? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How are you going to get there? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What 5 things do you Love doing in your business?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What 5 things are you Great at doing in your business?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

What 2 things do you Kick Ass at doing in your business?

1. \_\_\_\_\_
2. \_\_\_\_\_

What is the 1 thing you would do even if you didn't get paid?

1. \_\_\_\_\_

What 1 thing are you so Awesome at doing and you would do it for free if money were no object?

1. \_\_\_\_\_

What business are you in? \_\_\_\_\_

\_\_\_\_\_

What business are you really in? \_\_\_\_\_

\_\_\_\_\_

Who is your ideal client? \_\_\_\_\_

\_\_\_\_\_

Name 10 game changing ideas for your business and then list your action next to it

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

What are your top 3 outcomes you must do/have in your business?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Why are these 3 things important to you/your family? \_\_\_\_\_

\_\_\_\_\_

What actions must you take to accomplish your outcomes? \_\_\_\_\_

\_\_\_\_\_

What will you use as leverage to help you achieve your outcomes? \_\_\_\_\_

\_\_\_\_\_