Worksheet 1

Idea Mapping

IDEA MAPPING

ACTION STEP 01

Come up with at least 20 "nuggets" *(30 minutes)*

The first step is to figure out what exactly we're good at and put it down on paper. We start by doing an inventory of everything—our skills, knowledge, and challenges we've overcome.

Questions to get you thinking: What do other people struggle with? What do your friends say you're great at? What would you do if you had an extra 3 hours free?

Remember: Silence your inner critic. What comes easily to you can be incredibly valuable to someone else.

SKILLS YOU'VE DEVELOPED *(e.g. writing emails)*

KNOWLEDGE YOU'VE ACQUIRED *(e.g. organic chemistry)*

IDEA MAPPING

CHALLENGES YOU'VE OVERCOME *(e.g. chronic stomach pain)*

ACTION STEP 02

Plot your "nuggets" onto the Demand Matrix

(30 minutes)

The Demand Matrix makes it more likely that your idea will be profitable before you launch. It's a framework that quickly filters your ideas, helps you avoid "idea one-itis," and trains you to "operationalize" your ideas in the real world (which is the only place they matter).

If you're not 100% certain where your nugget falls, that's okay! We are never 100% certain, either. The Demand Matrix is just a framework to organize your ideas, not to make a final decision. Reach out to the community if you have questions, but before you do: 1. Read my advice about using the Demand Matrix, 2. My recommendations to Sam S, struggling to decide between 2 ideas, and 3. How to approach this with a Mastery Mindset.

HIGH END (high price, few customers)	**GOLDEN GOOSE** (high price, many customers)
(e.g. improve customer retention)	*(e.g. social skills)*
LABOR OF LOVE (low price, few customers)	**MASS MARKET** (low price, many customers)
(e.g. ironing shirts)	*(e.g. travel hacking)*

IDEA MAPPING

ACTION STEP 03

Select *one* field you're going to explore for now

Pick *one* broad field/topic to proceed with and record it below. Remember that a field can have multiple "nuggets" (in fact, that's often a good thing as it gives you multiple options for products, content, etc. in the future).