

1. List all of your different interests in the space below.

2. Circle all of the interests that you have experience / skills in (things that people would pay you to do.

3. Write the circled interest in the space below, and next to each one, write what the long-term goal would look like if you were successful at that interest (for example: stationery shop owner - going to the National Stationery Show, managing wholesale deals, communicating with retail clients).

4. Of the items above, circle the interests with end goals that line up with your lifestyle goals & values (for example: "I hate to travel and I'm very introverted so I never want to do a trade show. I prefer to work alone so I never want to manage a team"). Cross out any interests that don't line up with your lifestyle goals and/or values.

5. Write the interests that are left:

5. Now, think of some unique ways that you could combine your interests & skills to come up with your own unique brand focus. Write it below: