



SMART

Business Success

Step 1 Worksheet Your Big Idea

Step 1 Worksheet: Your Big Idea

Overview

This worksheet is all about taking the first step in the SMART Business Success Framework and bringing it to life.

The outcome of this exercise is to validate your big idea with revenue.

Instead of delaying and taking the long way around the mountain (and making business cards, websites, and promotional coffee cups), we will be going straight to it by asking people to pay you for your help.



What are the last 10 problems you have solved for someone? (this could be one problem a year for 10 years)

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

Step 1 Worksheet: Your Big Idea



Who are the people you have served? (example: doctors, hospitals, small business owners)

Refer back to your list of problems you have helped people solve. Make a list of these problems people have paid you to solve.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

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Now let's talk about your idea or ideas.



What is the problem you are trying to help people solve?

Make a list of the top five problems you think your target audience has from their perspective.

Write this from their perspective as direct problem statements. For example, "I can't get enough qualified leads on sales calls" or "I don't know how to build my website" or "I am having a hard time training my dog and I need help."

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

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Identify who your targets are and where they are “hanging out”

_____ dog trainers hang out _____ in dog care Facebook groups

_____ entrepreneurs hang out _____ at small business incubators

1) _____ hang out _____

2) _____ hang out _____

3) _____ hang out _____

4) _____ hang out _____

5) _____ hang out _____

6) _____ hang out _____

7) _____ hang out _____

8) _____ hang out _____

9) _____ hang out _____

10) _____ hang out _____

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Critical Final Step

Talk to your target audience and ask them what their biggest challenges and pain-points are in order to get first-hand insights for their problems in their exact words.

Deep Dive Survey

Before going too far down the path of imagining what their problems are, let's ask them!

Offer to buy them a cup of coffee and ask them what their problems and pain-points are

Instead of paying thousands of dollars on ads and spending countless hours on ads I will reach out to people in FB groups that are in the niche I am trying to serve and will get the actionable insights straight from my target customer



Answer the Survey
Click Here Now

or go to this link:

<https://docs.google.com/forms/d/1hjSBBgQQWl6I5q08HzovVCaZ2HDcmvHrrHdOmzRPLgE/edit>

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Putting it all together

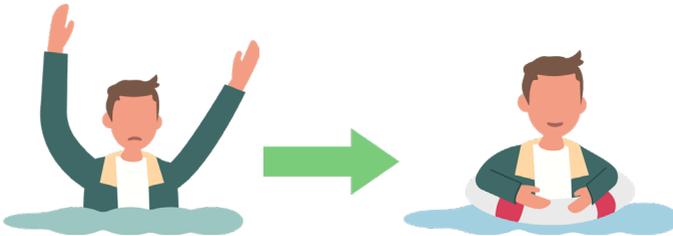


Narrow down your business ideas to your top 3 and then rank them based on relevance/likelihood of people paying from your deep dive survey

- 1) _____
- 2) _____
- 3) _____

Describe any alignment you see with the notes you wrote above about the activities and skills you have that you are passionate about and give you energy.

Bonus Step



Once you have narrowed down what you like doing and have paired it with what people need and what they are willing to pay for, it's time to find someone that needs help and make an offer to help them. In video #1 I showed several ways to offer to help. Review these techniques and offer to help.

"Sales is Service"
-Zig Zigler