



The “I’ve Got An Idea!” Worksheet

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Got an idea? *Hooray!*

But before you invest countless hours that you could spend cuddling with your sweetheart (or curled up with the latest issue of *People* magazine), let’s make sure it’s a really, really good one.

Ask yourself the following questions:

1. What do I need to make this idea a reality?

For starters ...

How much will it cost?

How will I fund it?

How long will it take?

What kind of support staff will I need?

Is the business / website / product name that I want available (or already trademarked)?

What will I need to “build” to pull it off? (ex: a website, a Facebook group, customized journals, a portable photography studio-on-wheels...)

(Hint: add about 25% extra to all of the hours + dollars you’ve just written down. ;)

2. What do I need to release in my business (or life) to make this happen?

Because it’s probably not going to happen with your existing cray-cray schedule.

3. As I bring this idea into the world, will the positive feelings that I experience (pride, joy, pleasure, fascination, obsession) outweigh the negative feelings — most, if not all, of the time?

This is a simple Yes or No question.

Now that you've answered each question, truthfully, check in with your body. How do you feel? Still buzzing? Or have the champagne bubbles fallen flat?

My advice? Set this worksheet — and your idea — aside for three days, minimum.

Return to it once you've coasted down from your temporary *idea-toxication*.

Read through your answers, again. See how you feel, then. Focus, especially, on question number 3. (That's the big one.)

If your idea is a GO, hooray! Happy creating!

If your idea is a NO, hooray! You're on to something better, with zero wasted effort.

Happy dreaming, doing and (most of all) finishing.

Finishing is sooo sexy. ;)

xo.

Melissa

PS. If this free worksheet made you go, "Um, YES! I need more of this in my life!" ... don't miss my [collection of online classes](#) on publicity, personal branding, product creation and sales.

You can do them at your own pace, at your own place — and registration is open 24/7. (Because sometimes, 2am is the perfect time to make [running your business feel like a total guilty pleasure...](#))