

Brain Dumping Exercise - Get it on Paper

Big Idea:

Purpose/Goal of Idea:

Action Steps Needed to Accomplish:

Time Line:

Start

Finish

Effort Required:

Easy

1

2

3

4

5

6

7

8

9

10

Hard

Desired End Result:

Does this help serve my business' purpose or meet a goal?

Does this fit in with my existing brand/mission?