

BUILDING MY DAYDREAM

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YOUR BUSINESS, BUILT

BUSINESS CLARITY WORKBOOK

You've got an idea. Let's figure out if it's ready to build.

These questions are not a test. There are no wrong answers. The only wrong move is bullshitting yourself — so don't. Write what's **actually true**, not what sounds good.

NAME

DATE

01

YOUR OFFER

WHAT ARE YOU ACTUALLY SELLING?

Not the vibe of it. Not the feeling. The actual thing. Get specific — **your business cannot exist in the abstract.**

1 What exactly do you offer?

Not "coaching." Not "consulting." Not "helping people." What specifically do you do, for who, and what do they walk away with?

Test answer

2 What does someone's life or business look like AFTER working with you?

What changed? What's better? What can they do now that they couldn't before?

3 What does it cost?

Even a ballpark. Even "I have no idea but I'm thinking around \$X." Write something down.

4 How do you deliver it?

In person? Online? A physical product? Some combination? Where does the work actually happen?

WHO THE HELL IS THIS FOR?

"Everyone" is not an answer. "Women" is not an answer. Get specific enough that you could describe her to a stranger and they'd say **"oh, I know exactly who you mean."**

5 Describe your ideal customer like she's a real person. Because she is.

What does her day look like? What's keeping her up at night? What has she already tried? What does she want more than anything?

6 Where does she spend time online?

Where is she actually hanging out — not where you think she should be?

7 What does she type into Google at midnight when the problem is really bothering her?

Write the actual search terms. Not the fancy version — the frustrated version.

8 What has she already tried that hasn't worked?

This tells you why she still needs you.

03

YOUR MARKET

IS THIS ACTUALLY A THING PEOPLE PAY FOR?

Having a good idea and having a viable business are two different things. This section helps you figure out **which one you have**.

9 Who else is doing something similar?

Name them. Look them up if you need to. The existence of competition is not a bad sign — it's proof the market exists.

10 What makes your version different?

Not better necessarily — just different. What do you bring that they don't?

11 Have you seen evidence that people will actually pay for this?

Has anyone paid for something like this — from you or from someone else? Yes or no, and what's the evidence?

04

YOUR BUSINESS BASICS

THE DECISIONS THAT NEED TO EXIST BEFORE WE BUILD.

These don't have to be perfect. **They have to exist.**

12 What are you calling this thing?

Working name is fine. Something has to go on the door.

13 What's your domain name idea?

Has someone already taken it? Have you checked?

14 Have you legally formed your business yet?

LLC? Sole proprietor? Nothing yet? No judgment — just be honest. If not, what's your plan?

15 Where do you want your business to show up?

Website? Instagram? TikTok? Local? Online only? Jot down what feels right.

05

YOUR REAL TALK

THIS SECTION IS JUST FOR YOU. NOBODY'S GRADING IT.

The most important section. Don't skip it. Don't clean it up. **Write what's actually true.**

16 What's your actual timeline?

Not the ideal timeline. The real one. When do you actually want to be open for business?

17 What's your budget for getting set up?

Ballpark is fine. What can you actually spend on this right now?

18 What's the thing you're most scared of?

Say it out loud. Write it down. It's easier to deal with once it has a name.

19 What would it actually mean for your life if this worked?

Not the business version. The real version. What changes? What becomes possible?

06

THE ONE SENTENCE THAT TELLS YOU EVERYTHING

FILL THIS IN. DO NOT LEAVE IT BLANK.

This sentence is the whole business in a nutshell. **Everything else gets built around it.**

QUESTION 20

I help _____

EXACTLY WHO

who _____

EXACTLY WHAT PROBLEM

to _____

EXACTLY WHAT RESULT

Read it out loud. If a stranger would immediately know who you're talking about and what you do for them — **you're ready**. If it still sounds vague, work on that one sentence until it doesn't.

YOU DID THE WORK.

That means something. Most people keep the idea in their head and never write a single answer down. You did the thing.

Now read back through what you wrote. If your answers are specific, honest, and make sense to someone who doesn't know you — you're ready to come back. If some sections still feel fuzzy, that's okay. Sit with the fuzzy ones. Talk to real people about them. The clarity comes from doing, not from thinking harder.

That daydream won't build itself — but you don't have to build it alone. 💚

NEED A GUT CHECK FIRST?

If you want to stress-test your idea before you talk to us, run it through our free **Mirror Method tool** — it'll help you see where your business idea is solid and where it still needs work.

Book a Discovery Call →

Feeling ready after this workbook? Grab a spot at calendly.com/buildingmydaydream/30min