BUILD IT WITH ME · FREE GUIDE

FIND YOUR *Idea* IN A WEEKEND

A simple journaling exercise to choose what to build, and what to talk about online, in three short sessions.

by Claudia Gonzalez



you probably already have the idea. let's find it.

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Friday: *brain-dump*

Grab a coffee and give yourself 30 minutes. No judging, no editing. Just write.

THINGS PEOPLE ASK ME FOR HELP WITH

SKILLS I USE AT WORK OR AT HOME

PROBLEMS I'VE SOLVED FOR MYSELF

TOPICS I COULD TALK ABOUT FOR HOURS

WHAT I'D LOVE TO LEARN NEXT

WHO I'D LOVE TO HELP

> *“ Your experience, even the messy parts, is exactly what someone else is looking for.*

Saturday: *filter*

Pick your 5 favorite ideas from Friday. Score each one from 1 to 5.

IDEA	I'M EXCITED	I CAN HELP	PEOPLE ASK	COULD EARN	TOTAL

DON'T OVERTHINK IT

The highest score isn't automatically "the one." Notice which idea you keep thinking about. Excitement keeps you going on the hard days.

Sunday: *test it*

Ideas become real when you put them in front of people. Do these three small tests this week.

1. Post about it

Share one tip or story about your idea and watch the comments, saves and DMs.

2. Talk to 3 people

Ask people who'd benefit what they struggle with most. Listen more than you pitch.

3. Sketch a freebie

What tiny, useful thing could you make to help them? A checklist counts!

My idea (for now)

Remember: you can change your mind. Starting is how you find out.