PUTTING PASSION TO WORK

Guided Worksheets

STEP 1. BRAINSTORM WHAT MAKES YOUR HEART SING

Take time to reflect over moments in your life where you felt like the best version of yourself. As you recall events, fill in the memories on the left and the specific feeling or action in the right column.

MEMORY #1	
MEMORY #2	
MEMORY #3	
MEMORY #4	
MEMORY #5	
MEMORY #6	
MEMORY #7	
MEMORY #8	
MEMORY #9	
MEMORY #10	

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STEP 2. ATTACH A BRAND

What types of businesses focus on similar areas of interest?

Is there a particular message, feeling, or emotion you wish to convey to the viewer?

What areas of interest are most exciting to you right now?

Brainstorm a list of brands (real or fake) that relate to a cause you are passionate about, a memory that sparks joy, or another item from your list in the first step.

BRAND #1

BRAND #2

BRAND #3

STUCK? Keep it super simple. Distill your list of interests/passions into your top items. Then things that excite you the most right now. Choose one or two brands that you are most excited by in the moment. Use the circles to get started.

PASSION

BRAND

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STEP 3. SELECT A STYLE DIRECTION.

What type of skills do you already have? Start by listing the skill sets you enjoy doing, that also align with your interests.

What type of work would you like to be doing?

What skills do you need to learn in order to achieve the desired results?

What medium(s) tactile or digital will you use for the project?

PASSION

BRAND

STYLE

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STEP 4. CREATE A SCHEDULE

What date would you like to have it completed?

List out all of the steps it will take to complete the project:	Assign dates next to each step:

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STEP 5. SHARE YOUR WORK

Choose how you will share on your website, through your email list, and/or on social and brainstorm what aspects of the process you will share below.

YOUR BRAND

WEBSITE	EMAIL	SOCIAL