



MATRIX EXERCISE

Do you have tons of great ideas in your head?
And you have no clue what idea to go for?
This exercise will help you decide what idea to go for first and helps you focus. Getting things done is all about focus.

FOLLOW THESE STEPS:

- Write down all the ideas you have on post-its (one idea per post-it)
- Plot them into the matrix below
- Select the idea where you are most passionate about AND where you already have a great network for in your market.
- What is the first step you can take to test this idea in the market?

