

ASSESSING YOUR GREAT IDEA Planning Sheet – Version A

NOTE: USE THIS VERSION IF YOU CURRENTLY HAVE A PROJECT IN DEVELOPMENT

Answer the following questions:

- When I describe my project to people, do they immediately understand it and get excited? If not, what gets in the way of my clarity?
- Is this topic something I can bring a **new** spin or angle to? And if so, how?
- Is there an audience for this project ... and if so, how can I reach them?
- Is this project TRULY going to benefit the reader? If so, how?
- Does it fit the Zeitgeist of the times? Is my message socially relevant? How?
- Can I imagine myself passionately talking about this book—and the big idea behind it—for the next year or more?
- Why am I the right person for this project? How can I shift my focus so I am?

ASSESSING YOUR GREAT IDEA Planning Sheet – Version B

NOTE: USE THIS VERSION IF YOU ARE STARTING WITH A BLANK SLATE, OR A NUMBER OF IDEAS

Answer the following questions:

- What's my dream project?
- What do readers—and audiences--want that I can provide?
- What would I do with my writing if I had more courage?
- What have I been wanting to write or create that I just haven't gotten to?
- What do people ask me for?