



### EXCERCISE #1

What if I (example: start my own business selling cupcakes) \_\_\_\_\_ ?

#### **DEFINE:**

(list the worst case scenarios or fears if you do the above thing)

1. (I won't sell a single cupcake) \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

#### **PREVENT:**

(What can you do to prevent the above fears from happening or at least take action to lessen the damage?)

1. (Test the market by hosting a tasting with your friends and family first) \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

#### **REPAIR:**

(If worst case scenario happened, what could you do to repair the damage, even a little bit, or who could you ask for help?)

1. (If I do a small batch first, then I won't lose much money if no one wants to buy them) \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_





**EXERCISE #3**

The Cost of Inaction  
(Emotionally, physically, financially, etc.)

**3 MONTHS**

(I'd continue to work at this dead end job and wonder what if...)

---

---

---

---

---

---

---

---

**6 MONTHS**

(Nothing changes and I continue to feel like my soul is being slowly crushed by debt)

---

---

---

---

---

---

---

---

**1 YEAR**

---

---

---

---

---

---

---

---