

“What now?”

A GUIDEBOOK TO BEING ABLE TO ANSWER THAT QUESTION WITH CERTITUDE.

This guide is meant to pair with [this blog series](#). This version of the guide works best if you’re asking, “What now?” in terms of what to offer next in business. If you’re looking for the personal version of this guide you can find it [here](#). (I find that doing both can be helpful).

To start filling this template with your own brilliance, you’ll need to make a copy of it.

To make this doc editable go to “File” > “Make a Copy” > navigate to “My Drive” under “Folder” and choose where you’d like to store it.

Then, delete this section and get started!

xx,



What do I want?

(If you’re having a hard time answering this, answer the follow-up questions below and then pop back up here).

What do I know for sure I don't want?

If I were to know, what do I want instead?

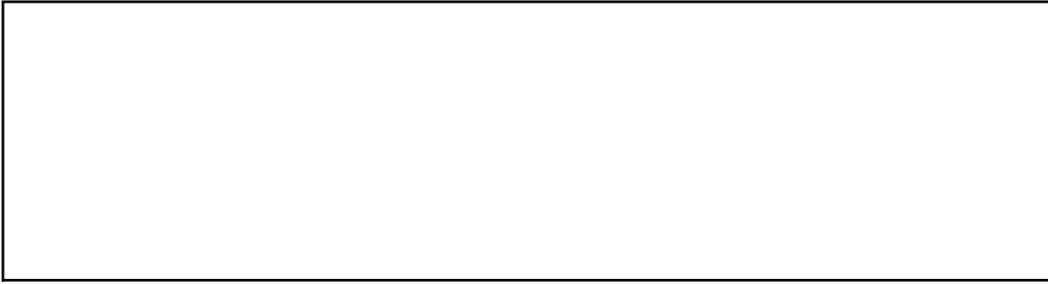
Shoot for the moon. What lights you up? Your desire is your crystal ball.

Who is this for?

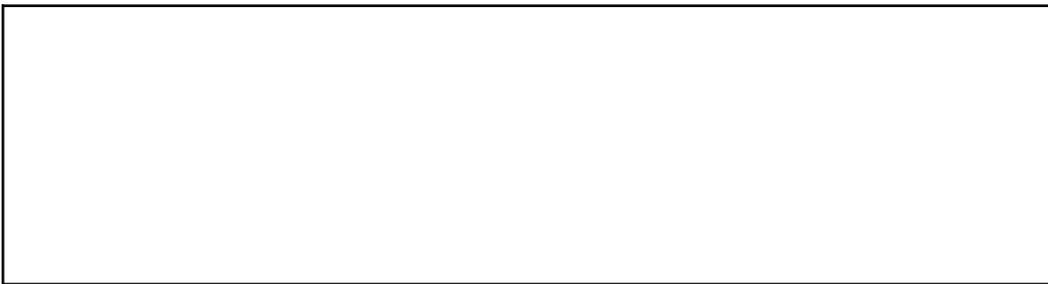
We can't create in complete isolation. When we create without input, we can often end up stuck in our heads in a spiral of trying to solve everything in a vacuum. Determining who it's for is important.

(If you're having a hard time answering this, answer the follow-up questions below and then pop back up here).

Who is this not for?

A large, empty rectangular box with a black border, intended for a handwritten or typed response to the question above.

What type of person do I despise working with?

A large, empty rectangular box with a black border, intended for a handwritten or typed response to the question above.

What type of person do I love working with?

A large, empty rectangular box with a black border, intended for a handwritten or typed response to the question above.

What unites the group?

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What problem am I trying to solve? Why is this important to me?

(If you're having a hard time answering this, answer the follow-up questions below and then pop back up here).

What am I fighting against?

What am I fighting for?

So what now?

This guide was meant to shake things up and help you explore your desire from a few different perspectives. Sometimes it may take more exploration and sometimes a quick exercise like this makes all the difference.

I'd love to hear what it loosened up for you. You can share what you arrived at with me by emailing alyssa@alyssapatmos.com.

Xx,
Alyssa