

# Brainstorm Process

## The Real Problem

Set a timer to 10 minutes and you'll brainstorm questions not solutions.

Questions to get you started:

- What is the problem?
- Why should I do this?
- What could I stop doing?
- What could I do more of?
- What steps do I need to take to do this?
- What would I want more of if I was a fan/follower?
- What if money and time weren't an issue, what would I do?

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Next set your timer to 5 minutes and review all your questions. Prioritize your questions by putting a number next to each one with #1 being the most important to helping you solve your problem.

Top 3 Questions:

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Define your problem - use your top 3 questions as a starting place to be specific to find the solutions to solve your real problem. What are the steps and tools that you'll use to get from Point A of being in the problem to Point B, having the problem solved?

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