

TOO MANY IDEAS OR NOISE IN YOUR HEAD?

A clarity exercise to feel more excited and less overwhelmed

01

WHAT IS YOUR BIG DREAM FOR YOUR BUSINESS?

Don't think long and hard. Just list off what's involved in the big dreams you have for your business. What shape does it take? What does it feel like? What are you doing? Who are you working with?

02

WHAT DO YOU WANT YOUR COMMUNITY TO FEEL WHEN THEY INTERACT WITH YOU?

Now how do you want those people, your people, to feel? What emotions do you want them to experience? What do you want your brand experience to look and feel like to them?

03

WHAT DO YOU WANT TO BE KNOWN FOR?

This could be what you do, your unique process, your philosophies or simply how you move yourself through the world. Your persona. When someone you've worked with (now or in the future) thinks of you, what do you want to pop into their minds immediately following your name?

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04

CREATE GOALS.

We need to be giving ourselves space to dream up goals, write them down and make achieving them infinitely more possible. When we have vague ideas of what we want but don't actively write them out and give them the time and space they deserve, we don't work towards them. Not because we don't want to — we just usually don't remember to.

So out of those 3 points, what goals come to mind? As a bonus, you can download a goal-setting template here to help you dream and action!

Bonus

05

WHAT DO YOU BELIEVE?

It can be easy to overlook this, but what do you believe, as it relates to your life, relationships and business? What are the guide posts of your work, your processes? What forms the basis for the results those people get when working with you? How do these beliefs inform your work, communication and decisions? How are they related to your values? How have they guided your goals and how can you be more intentional about using them within your business?

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