

Considering Options

What do you love to do?	
What are your skills and talents?	
What do you always find time for?	
What are the themes of your life?	
What are you known for?	
Who are your people?	
What is your big idea?	
What is your key proposition?	
What is the problem you are solving?	
What are your "products" and how do they build on each other?	
How will you raise your profile with your people? PR / media, Events, Set up own specialist group, Subscribers	