

IS YOUR BIG, BOLD IDEA WORTH PURSUING?

YES

is it something you're passionate about?

NO

will it bring you closer to your business goals?

NO

is it something that interests your target customer?

YES

YES

NO

will it help your target customer achieve their goals?

YES

NO

NO

Let your big, bold idea go, lady, so it can float off to somebody more suitable.

do you have the available time and resources to bring the idea to life?

YES

NO

YES

This is officially a Good Idea. Go for it, lady!

will it showcase your expertise and enhance your brand?

NO

will it make you money?