



* IDEA EVALuator

the guidebook

Is this you?

Multi-talented. Multi-Passionate. Eclectic. A lot of things are intensely interesting to you and you can't seem to decide on any one thing that you'd love to do for the rest of your life.

In fact, that sounds like torture.

You get bored easily.

You're always trying something new.

Your brain is swimming with **hundreds of ideas that may never see the light of day**. They may be scribbled in one of your many notebooks scattered around the house.

And although you have accomplished stuff, you have a hard time remembering since you're always on to the next thing. You wish you were more like your cousin/brother/mother/aunt who, although they seem a little boring, they're successful and have a real career.

Secretly, though, you hate the idea of a career.

It seems so limiting.

And there's those hundreds of ideas to consider.

It's hard being this way. In some circles you're called a "scanner" or "renaissance soul" or "polymath". I call you a **Creative Explorer**.

It's just a fancy way of saying that your brain works a little differently than the rest of the world expects it to work. **You don't have just one interest.** You never have.

Despite what you've heard all your life, **you are not broken, fickle, flaky or indecisive**. It's just that there are many things you love and many things you must do. And that's OK.

you're perfectly fine the way you are.

Your brain is a wonderful thing. It's constantly sparkling with new ideas.
But if you don't get these ideas out, what good are they?

this is the closed-loop brain problem:

Your ideas have **nowhere to go**.
They fill up the jar and eventually
you stop coming up with them.
You get **tired and frustrated
and irritated and agitated**
and all sorts of other adjectives.



You get **overwhelmed**, because now **your brain is jam-packed with ideas**.

The only outlet is plugged back into itself
because **you don't do anything with them**.

so, here's how i propose you get out of the closed-loop brain problem:

Step 1: Squash the Overwhelm

You know that sick feeling in your stomach you get when you think about **how big your ideas are** and **all those things you have to do** to get them done? What about the feeling when you think of **all the things you should be doing or should have done?** And what about how you feel when you think about **all the other stuff you have to do?** **That's overwhelm.**

Overwhelm comes from **looking at the things that you could/should be doing instead of actually doing something.**

The minute you **move into action** on whatever it is you want to do, the **overwhelm usually vanishes.**

This kit is all about helping you **decide which of your ideas to do next.** **To get yourself into action.** This is your first step into action. And for the residual ick, I included an **audio by the ever-amazing Fabeku Fatunmise** created specifically to deal with that. Listen to this first.

Step 2: Record Your Ideas

Write your ideas down. All of them. Keep an idea book with you. A small one that you carry everywhere to jot down things as they come, and a larger one to scribble all about your idea.

Give yourself **time to dream and plan and plot** those ideas as far as you can take them regularly.

Step 3: Use the Idealog to Rank Your Ideas

This is the heart of the Idea Evaluator Kit. You can use the printable version if you want to write things down, or use one of the spreadsheets made for your software.

*I think I heard you gasp when I said "Spreadsheet."
It's OK. I gasp and my eyes glaze over when I look at spreadsheets, too.*

that's why i made them pretty, with colors and graphics.

I promise they're not scary.

So, using the included printable Idealog or the handy-dandy spreadsheet Idealog, follow these instructions (don't forget you have a few videos on how to use the Idealog, too):

ONE: Pick which one of these: **Time, Ease, Excitement**; is most important to you.

Follow the instructions in the Idealog spreadsheet to choose which one thing is most important, or write it down at the top of your printable Idealog.

ease

It's most important to me that this thing be very easy for me to do with the **skills I have right now**.

time

It's most important to me that it doesn't take a lot of time. I'm impatient and **want things done now**.

excitement

It's most important to me that I'm excited about this idea. **If I'm not excited about something, I'll never do it.**

FOUR:

Do a quick calculation, preferably the ones from your idea book.

I promise it's not painful.

Using my numbers from the example above, here's what I did:

I chose **Excitement** as the most important thing.

So I multiplied it by 1.1 (the spreadsheet does this for you).

So the value for excitement is 11.

Now, if I chose **Time** as the most important thing for me, using the number in the previous example, **Time** would now have a value of 2.2.

Multiplying by 1.1
is **super simple**:

$$1 \times 1.1 = 1.1$$

$$2 \times 1.1 = 2.2$$

$$3 \times 1.1 = 3.3$$

get it? good!

SO, my three numbers are as follows:

excitement

11

ease

4

time

2

Add them all up and my Midnight Bakery Idea scores a **17**

so, how easy was that?

now, I know this is very simple.

Some of you may be wondering if this is too simple and where is the “profitability” column?
What about the “Competition” column!

This is just too simple to do real market research and ohmighosh i can’t possibly just go for
this idea without knowing if it’s going to make me any money!

to this I say: **chill.**

You can get to this stuff later.

This is MERELY a first step in the idea life cycle. It’s a whole process. But you, being who you are,
have a tendency of doing nothing when confronted with making a decision. So here’s a small
way to get your ideas out of your head and on paper.

It’s a small, tangible way to get over the overwhelm.

Now that’s out of the way, evaluate the other ideas on your list.
And feel free to adjust the spreadsheet as you need to.

just send me what you’ve done – I’d like to see!

FOUR: Celebrate!

You've overcome this overwhelm and take the first step towards actually putting one of your ideas into action.

You deserve a **pat on the back**, maybe **some chocolate, champagne**, or a **night out** with the Significant other.



when you're done celebrating, let's move on to the next step.

FIVE: Flesh it all out

So, you have all your ideas in one spot, and you can add more later if you want. You should have a few that are coming up with really high scores.

I want you to pick your top three.

If you have more than 3 that have the same score, pick the **three that are calling your name right now**.

the idea evaluator at work

Shortcut: The stuff below is important. It will help you make big strides in your genius idea when you're ready to go for it.

However, there may be one that's screaming your name by now.

One that you say **HELL YEAH!** when you think about it.

If you have a **super-strong positive on-fire reaction** to one of your ideas, put the others aside for now. You can go back to them later.

but take this one idea and do the hell out of the exercise below.

Grab a three-ring binder, some paper and your favorite pens, pencils and markers.

Or if you prefer fire up the computer and use your favorite idea-collecting program.

DEVONthink and EverNote are two that I've poked around with.

for me, however, nothing beats pen (and markers, and paint, and pencils, and glue) and paper.

Quick note: if your idea does not include you making money off of it, just do the numbers marked with an asterisk.



one more small note before we dive into this next part:

There is A LOT of stuff out there regarding planning, marketing, strategy and all that.

The idea evaluator kit is NOT going to give you a business when you're done.

What this will do is help you decide which idea to start working on next.

All the answers to the next section and all the writing and research will help you **put your genius idea into action.**

got it? good.

Sharpen your pencils, refill your fountain pens or just grab the nearest Bic, and start writing!
Order isn't important.

1. **Write!** *

Write until you can't write about each idea anymore.

2. Find stuff on the interwebs that **pertain to your idea**, *

print out pages and put them in your binder. Do this for each of the three ideas.

3. For each idea, figure out the **WHY**. *

Why do you want to do this? Why is this so important to you?

4. Now, figure out the **WHO** for each idea.

Who will buy this? Who is spending the money?

Will they do so willingly? Who is the right person for this thing? What does this person do?

How old is he or she? Does she have a job? What kind? Make a customer/client profile as detailed as possible. Also, WHO is doing something similar to you?

Is there a market of people out there for your thing?

5. Brainstorm the **WHAT**. *

What is it you'll be providing, exactly? What is the end result of this idea? What does it look like? What will doing this give you that you don't have now? What skills do you need that you don't have now? Can you learn them or can you find someone to do this for you?

6. And finally the **HOW**.

How much money do you need to make? How many things can you sell in a month?

A quarter? How much will you need to charge?

Now, after all that writing and researching you should have a pretty good inkling which idea to go with next.

It's the one, after all that research and analysis, that you're **still excited about**.

It's the one that made you write **pages and pages and pages of notes**.

Or it's the one that's going to make you **the most money**, if that's your thing.

congratulations!

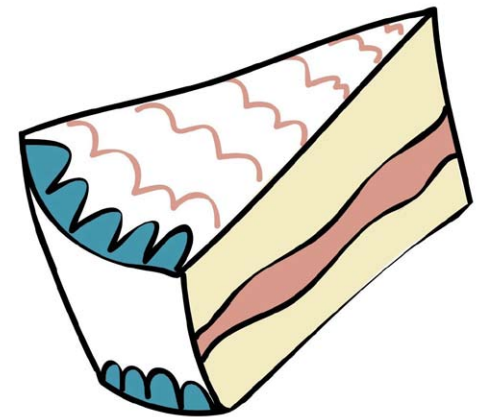


You picked an idea!

Woohoo!

Confetti!

Cake!



Step 6: Planning

wheew! that was some serious idea evaluating.

You deserve a break before you start planning.

my idea of planning involves maps.

Hand-drawn maps, to be exact. Lots of doodling and drawing and brainstorming.

But this is the [Idea Evaluator Kit](#). **Planning is beyond the scope of this book.**

I have a few more things in the works. Diving deeper into the Explorer metaphor, I'm making an **Expedition Planner** (that is, taking the ideas you picked with this Kit and making a project map to follow).

I'm also creating a **daily map program** that will **blow any productivity system you've ever tried out of the water.**

Sign up for the [Super-Sekrit First Dibs Email List](#) at [The Alternating Current](#) to find out first when these will be available.

hey you!

By now, if you've done the stuff in this guidebook, you've been Idealogging and ranking and all that stuff. **Feels good right?**

awesome!

If you have any questions or feedback about the kit, or just want to say hi, please **email me** (alexia@thealternatingcurrent.com) or **catch me on twitter** (<http://twitter.com/alexiaPETRAKOS>).

I'd love to hear from you.

And if you want more support, either with this kit or taking the next step and actually planning and doing your idea, **let's explore together** (<http://thealternatingcurrent.com/explore-with-me>).

you are amazing.