

A PDF COMPANION TO THE AUDIOBOOK

Create Your Bright Ideas

© 2022 Jess Ekstrom

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ACHAPTER ONE

Tap into Your Superpower

Journal YOUR BRIGHT IDEAS

I am years old. And I am the perfect age to create my
bright ideas because
Here are some ways I can use my time, interests, and energy to
create something awesome:



BRAIN TALK

scary after all!

Name one a	activity or goa	ıl your braiı	n has talke	ed you out o	f trying:
List some of	the negative	thoughts tl	hat convin	ced you not	to try it:
Now flip ead	ch negative th	nought with	ı a positive	thought:	
Write why e	ach positive t	hought is tr	rue:		

When we respond to our negative thoughts with positive thoughts and find reasons why they're true, we realize the negative isn't so



What	creative ide	eas and o	dreams o	are floati	ng aroun	d in your
head?	Write them	here:				
Now lis	st ways you	can thro	w darts a	nd try the	ese ideas!	

chapter three nd Inspiration







TRY IT OUT

What's one frustration you have about your room?
Now name three ideas for turning that frustration into inspiration.

3



Make a list of your frustrations or the problems you se	e at
school, in your community, or in the world.	
concer, in your community, or in me north.	
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What are some ideas to solve them?	
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Take the First Step

WHAT ELSE IS POSSIBLE?

What's something you've completed that you're proud of? Are you proud of teaching your dog to shake hands? Or giving a presentation to your class? Or reading an entire book series? List your achievement here:

Because you've completed that, what else is possible for you? For example, if you can teach your dog tricks, can you start teaching your neighbor's dogs tricks? List some ideas for next steps here:





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Imagine your best self in ten years. Who are you? What do you do? Where do you live? Journal or doodle it here!

What amazing possibilities could happen in your life? You could become a world-famous chef with restaurants in all the big cities. You could invent a chip that allows your dog to talk to you. You could build hundreds of schools in places that need them. Don't limit yourself. Just dream! Write down everything that's possible for you—the crazier the better.

And THIS is just scratching the surface!

CHAPTER SIX

Make Magical Moments



Have you ever had a magical moment happen for you? What was it, and how did it make you feel?
How can your dreams provide magical moments for others?

Shoot Your Shot



Think about your big dreams for your life. What step toward
your dream have you not started on yet because you're afraid
of rejection?
If you are rejected, how will you respond?
ii you dre rejected, now will you respond:

CHAPTER EIGHT Make It Matter



What's a big thing you want to do?
What are all the little things that make that big thing possible?

CHAPTER NINE

Choose the Better Story



Write about a tough experience you've had.	
Write what your <i>excuse</i> to do less could be:	
Now write the <i>reason</i> you could do more:	

Don't Wait for the Aha Moment

JOUINAL YOUR BRIGHT IDEAS

CHAPTER ELEVEN

Figure It Out



Create an Unstoppable Action Plan to help you take the next steps toward your business or big dreams.

	's Unstoppable Action Plan
(Fill in your name here.)	
Easy Things	Hard Things
emember: Take care of the lef	t side of the list—the easy things—

first. You've got this!

CHAPTER TWELVE

Make a Mess



On average, people have about 6,200 thoughts each day. Write down five negative thoughts you've had about yourself that discourage you from following your dreams.

	ractice controlling the inner voice in your head by replacing
•	negative thoughts with positive thoughts.
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2	
3	
3 4	

CHAPTER THIRTEEN

Choose Who You Want to Be



If cauliflower can be pizza crust, pasta, and just about anything				
else, what can you be? Write down or draw out all the things you want to become (painter, business owner, comedian, boss,				

CHAPTER FOURTEEN

Replace Worry with Wonder

Journal YOUR BRIGHT IDEAS

List things you can do to spread the word about your dreams or					
business. Don't think. Just write whatever comes to your mind first!					
Then circle five things you plan to do this week.					

CHAPTER FIFTEEN

Choose Inspiration



Write about someone who inspires you. This could be a friend,				
a teacher, or even a celebrity you don't know. Resist the urge to				
compare yourself to them and instead write about what you like				
about that person.				

CHAPTER SIXTEEN

Do What's Worth Failing For



What is worth failing for? What is something you're so passionate or excited about that even if it doesn't work out, you'll be glad you				

CHAPTER SEVENTEEN

Show Up



List activities, events, or ideas where you can start showing up.				

Don't Wait for Instant Success

Journal Your Bright IDEAS

Remember when I asked you about losing your shot at something				
important? Think about your answer again. What can you do to				
keep trying for that goal without waiting for instant success?				

CHAPTER NINETEEN

Follow Your North Star

Journal YOUR BRIGHT IDEAS

What is your North Star? Is there a cause you care a lot about?				
s there something you like to help people do or learn? What is a mission that's important to you that guides your dreams and				

CHAPTER TWENTY

Pick Your Song



What's a problem or doubt that is stuck on a loop in your head? How can you change your attitude toward it?				
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CHAPTER TWENTY-ONE

Run a Relay

The Purpose Test

1. What business idea, big dream, or world-changing goal are you chasing?		
	-	
2. Why are you doing it?	_	
3. What does it mean <i>to you</i> for this idea or dream to be successful?		11111
	-	



What is a cause, mission, or purpose that you want to contribute to? What kind of impact do you want to have in your lifetime?						
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Create Your Own Business Plan

Business Plan for _		
	(Fill in your business name here.)	

Your name:

Mission Statement

A mission statement is a one-sentence summary of why your company exists. You want someone to read your mission statement and say, "Oh! I totally understand what they do and why they do it. I can't wait to be a customer!"

A mission statement is also helpful for you as the founder. It will help guide your decision making. You can always ask yourself, "Is this opportunity serving my mission statement?" You can guide your company and make decisions based on if something will serve your mission.



1.	Who are you helping (your intended customer)?						
2.	2. What problem do you see in the world (your itch)?						
3.	How is your business going to help that problem (your scratch)? How will a customer's life be better <i>after</i> they buy your product?						
4.	What kind of product are you going to sell to solve the problem?						
	mission statement is:						
we	(Fill in your answer to #1 here.)						
	(Fill in your answer to #2 here.)						
so t	hey can(Fill in your answer to #3 here.)						
by c	(Fill in your answer to #4 here.)						

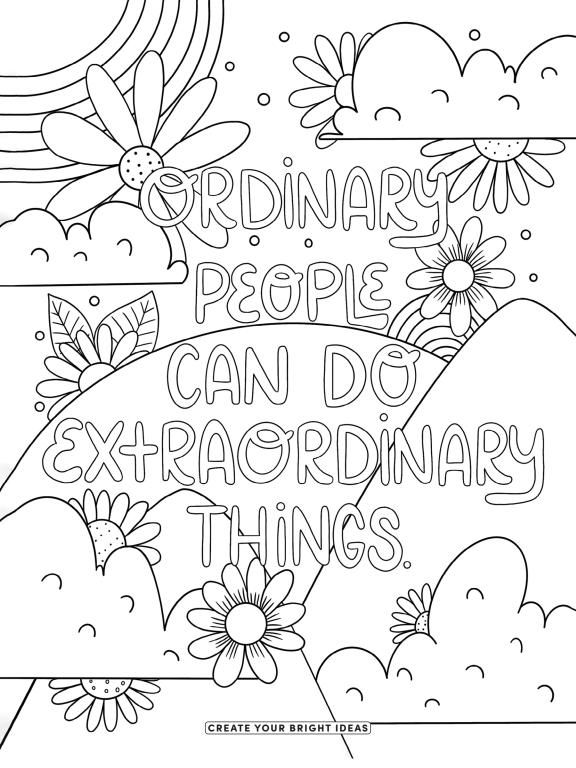
Where do you want to sell your production both)?	cts (online, in stores, or
Who is your target customer? Who cousing your products?	uld benefit the most from
How do you want to market to your ta they discover you?	rget customers? How will
How much will it cost to make each prestimate will be helpful. It doesn't have called your <i>COGS</i> (cost of goods sold)	ve to be exact.) This is
Then, how much do you want to sell it MSRP (manufacturer's suggested reto	

al Tip: Take your MSRP and subtract your COGS. For example, celet-making business spends \$10 for the beads, string, and ing, and then sells each bracelet on its website for \$30.				
\$30 (MSRP) - \$10 (COGS) = a profit margin of \$20				
What are your financial goals for your business?				
What are your nonmonetary impact goals for your business? In other words, how do you want your business to help people and the world?				
A month from now, what would you like to have done?				

What is your profit?

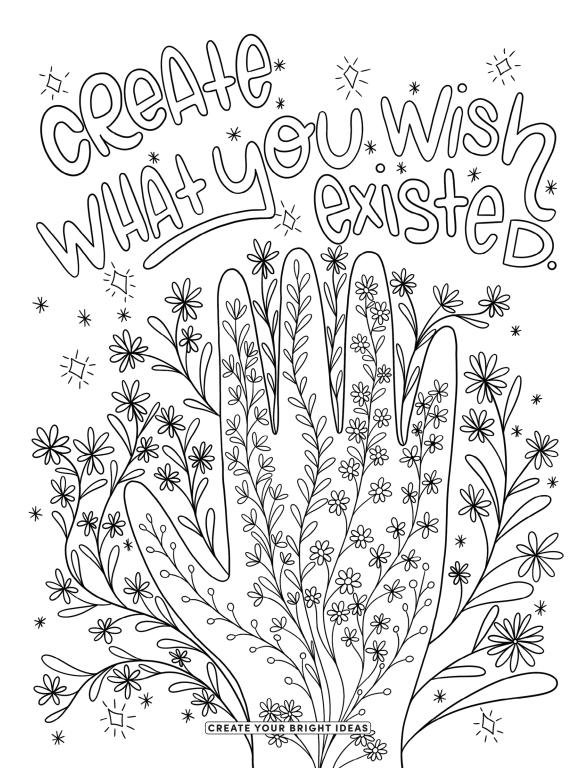
Six months from now, what would you like to have done?						
A year	from now	, what w	ould you	like to ho	ave done?	



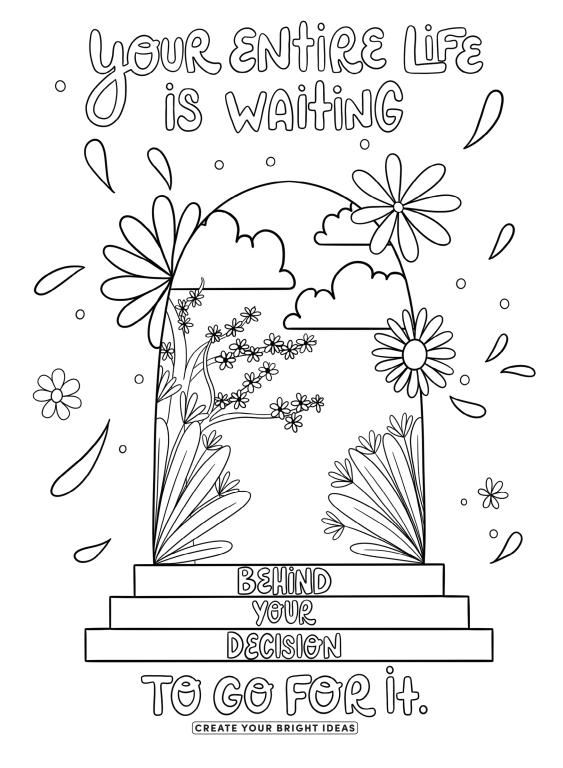


YOUR AGE IS YOUR YOUR WERPOWER!





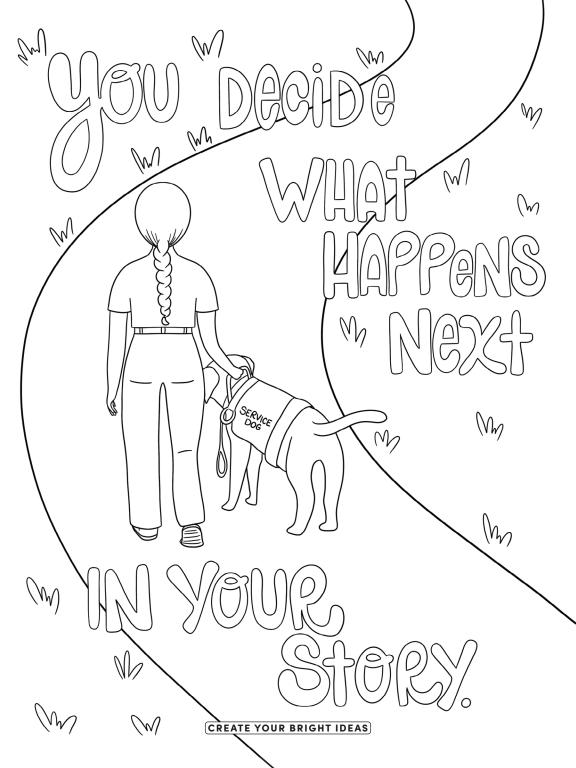








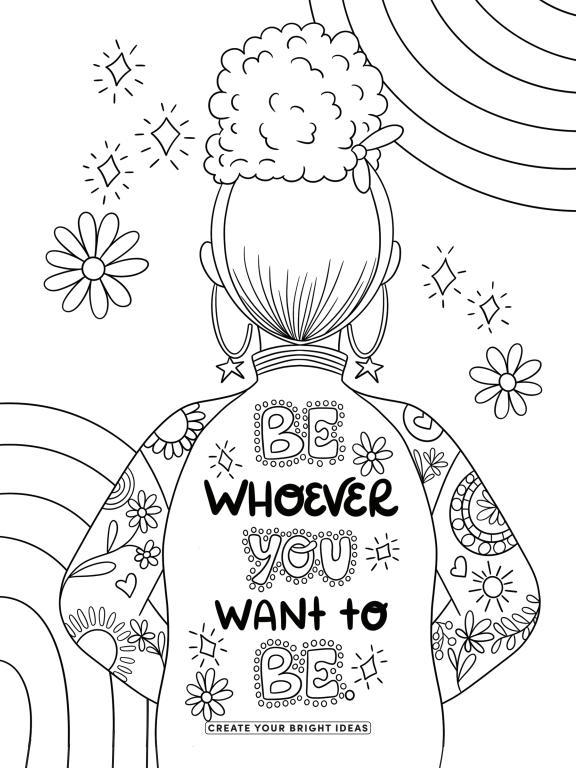




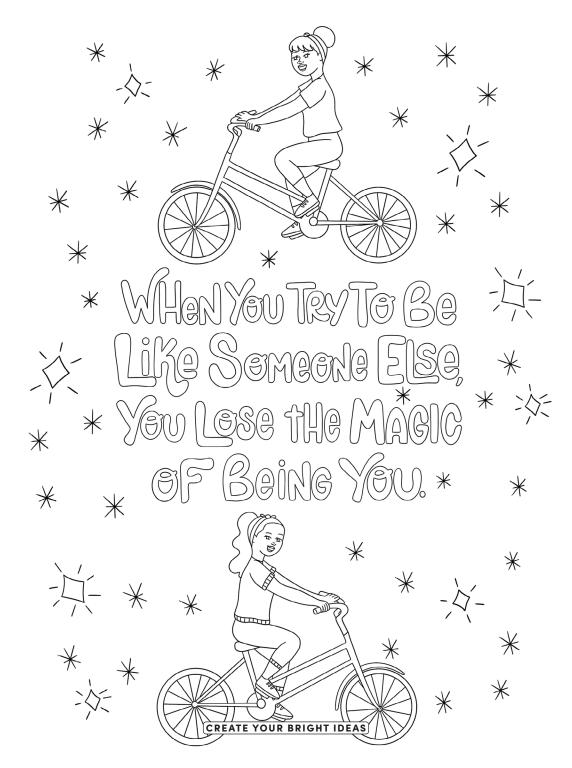




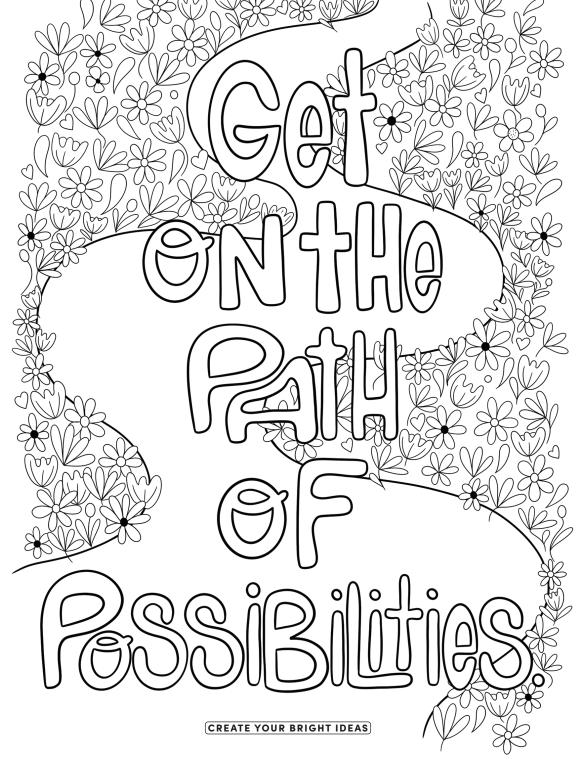
















CREATE YOUR BRIGHT IDEAS

