

CLARIFYING WORKSHEET:

Turn Your Idea into Something Real

WELCOME

This worksheet is your space to slow down, think clearly, and bring your idea into focus. You do not need perfect answers. You only need honest ones.

Every question is designed to help you move from thinking about your idea to building with intention.

Use this tool to:

- Gain clarity
- Build confidence
- Take a first step toward the business or nonprofit you want to build

Whether you are still shaping an idea or beginning to build a business or a nonprofit, this worksheet is for you.

SECTION 1

Where Are You Right Now with Your Idea?

Your business or nonprofit begins the moment you solve a real problem for someone who is willing to pay, contribute, or support what you offer.

Let's get clear on the concept you have now and how it creates value.

1. What is your idea right now?

Write your idea in one simple sentence. (This is your starting point, not your final version.)

My idea is:

2. Who has already shown interest in what you offer?

Think about anyone who has asked, paid, returned, or referred. If you have not shared this idea yet, note anyone who has shown curiosity, asked questions, or seemed excited when you talk about it.

People who have shown interest or curiosity:

3. What early signals tell you this idea matters to people?

(Tip: Look beyond family and friends. Aim for interest or behavior from people outside your inner circle. Write down any clues you have:

- conversations
- questions people asked
- situations where someone needed this

What I know so far:

4. Bonus clarity question: How might you make or sustain money from this idea?

Examples: service fee, product sale, subscription, grant, donation.

My current monetization idea:

Now that you've identified where your idea currently stands, let's get clear about who it is meant to help.

SECTION 2

Who Is Struggling with This Problem?

A strong business or nonprofit starts with a clear, human picture of the person you serve.

5. Who is the person you serve or want to serve?

(Be specific. Picture one person, not a crowd.)

I serve or plan to serve:

6. What does a day in their life look like?

What are they juggling? What pressures do they carry?

Their reality:

7. What would make life easier, better, or lighter for them?

This is the heart of why your work matters.

They need:

SECTION 3

What Is the Problem You See?

Your lived experiences, your observations, and your story matter.

8. What problem keeps showing up in your community, workplace, or life?

Write what you observe is missing, difficult, or ready for a better solution.

The problem I see:

9. Why does this problem matter to you personally?

This is where passion meets purpose.

This matters to me because:

SECTION 4

What's Being Done About It?

Understanding the landscape helps you see where your work fits and what people still need.

10. Who else is trying to solve this problem right now?

Think businesses, nonprofits, influencers, programs, or community efforts.

Existing solutions:

11. What is still missing? Where are people falling through the cracks?

The opportunity is usually found here.

The gap I see is:

SECTION 5

How Will You Solve It Differently?

Your difference comes from your story, your experience, and your values.

12. What makes your approach different or meaningful?

Think about your experience, background, culture, creativity, and values. Notice how your approach might stand out from other businesses, nonprofits, influencers, programs, or community efforts.

My difference is:

13. Looking ahead, what skill, knowledge, or resource are you currently missing?

Examples: tech skills, funding, legal support, equipment, a connection.

My current gap is:

14. How do you want people to feel when they interact with your business or nonprofit?

This becomes your signature.

I want people to feel:

SECTION 6

Your First Action Steps and Testing

It is always better to test or refine your work than to assume it will work.

15. What simple, low-cost step can you take in the next seven days?

Keep it small. Keep it real. Keep it doable.

My test will be:

SECTION 7

Your Clarity Statement

Bring everything together into one sentence.

My business or nonprofit solves:

for:

This statement becomes the foundation of your next step.

SECTION 8

Your Next Three Moves

Clarity is powerful, but action builds momentum.

Based on your answers, list the next three steps that will move your idea, offer, or work forward.

1.

2.

3.

A NOTE FROM MISSION • MEETS • MARKET

Dear Builder,

You have just done something powerful. You slowed down, thought deeply, and named the truth of your idea. That clarity is not small. It is the foundation of everything you will build.

By working through these questions, you moved your idea out of your head and into a place where it can grow, whether you are just beginning or already in motion.

At Mission Meets Market, we believe that builders rise with focus, intention, and courage.

- Your idea is worthy.
- Your clarity is rising.
- Your next steps are just beginning.

Take what you have named here and let it guide your next move.

With intention and momentum,
Team Mission Meets Market