

FROM IDEA SCRAMBLE TO CLEAR NEXT STEP



**BD**  
BY DESIGN

THE 90 MINUTE  
**The Niche Clarity**  
*sprint*



Take *action*,  
and take *control*  
of your launch journey.

## Welcome Note:

This mini-workshop is designed for aspiring entrepreneurs who feel stuck in the idea stage. If you have a swirl of business ideas, doubt, or analysis paralysis holding you back, this is your 90-minute reset.

We won't aim for perfection here. We aim for clarity. You'll walk away knowing exactly what idea to start with and what next step to take.

# PART 1: THE MINDSET REFRAME

You'll apply this clarity inside **The Launchpad** when you start building your brand.

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## **The Real Reason You're Stuck**

You're not lazy. You're not unmotivated. You're overwhelmed by too many options and not enough structure. The truth is, most people don't fail at ecommerce - they just never really start.

## **Why Idea Overwhelm Kills Stores Before They Begin**

The belief that your first idea has to be perfect will paralyze you.

*Spoiler!* You'll pivot anyway. So start smart — not slow.

## **3 Mindset Shifts to Move Fast and Smart**

1. Progress beats perfection.
2. Start with what you know (not what's trending).
3. Don't build a store — build momentum.

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*“Clarity comes from engagement, not thought.”*

*- Marie Forleo*

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### **Quick Exercise:**

On the next page, write down every single idea that's been floating around in your mind.

### **Next to each idea, write down:**

- How excited you are about it (scale 1–5)
- How much you already know about it (scale 1–5)
- How much time/energy you can realistically give to it right now

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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## PART 2: THE CLARITY FILTER

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**Let's Pick Your First Idea.**

**Use this filter to narrow down your options:**

1. **Enjoyment:** Do you enjoy talking/learning about this?
2. **Experience:** Do you have personal experience or a story around it?
3. **Ease of Entry:** Could you start quickly and easily?
4. **Evidence:** Are people already spending money in this niche?  
(These 5 never go out of style: Health, Wealth, Love, Expensive hobbies, Identity)
5. **Excitement:** Would you enjoy working on this in the next 3 months?

**Action Step:**

Pick the ONE idea that feels easiest, most exciting, and doable.  
That becomes your starter idea!

# PART 3: THE ACTION MAP

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**Your Next 3 Steps Now that you've chosen your starter idea, let's create a momentum plan.**

## **Step 1: Define the Offer**

- What will you sell?
- Who will it help?
- What problem does it solve or joy does it bring?

## **Step 2: Choose a Platform**

- Where would you start selling it?

## **Step 3: One Real Step**

- What is ONE real action you can take this week?  
(e.g. post a poll, order a sample, write a product description, chat with your potential audience)

“  
Action is the antidote to fear.  
Clarity builds with movement, not more thinking.  
”

# Clarity Sheet

My Starter Idea Is:

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I will sell:

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I will help: \_\_\_\_\_

It solves this problem or brings this joy: \_\_\_\_\_

Where would you start selling it? \_\_\_\_\_

What is ONE real action you can take this week? \_\_\_\_\_

**(10 mins)**

# PART 4: THE CONFIDENCE CHECK-IN

## Let's Talk About Doubt...

## 1.What's your biggest fear about starting?

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2. What story are you telling yourself about why you can't do this?

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3. If you believed success was inevitable, what would you do differently?

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What does the *confident* version of you do today?

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# WRAP-UP: YOUR CLARITY COMMITMENT

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## **Declare it:**

- My Starter Idea is: \_\_\_\_\_
- My First Step is: \_\_\_\_\_
- I will take this step by: \_\_\_\_\_ (date)

Share it with someone. Accountability adds power.

# WHAT'S NEXT?

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If you're ready to go deeper and get your idea into the world with strategy, simplicity and support, check out the **LAUNCHPAD MINI COURSE**.

## **It's designed to help you:**

- Validate your idea
- Deep-dive into your niche, success signature and customer persona to set your brand apart.
- Build a solid foundation that sets you up for success

You did it. You got clear. You started. That matters. **See you at the next step!**



# Ready to Move Forward with Confidence?

Get instant access to **MODULE 1** of the Smart Start Sprint:  
**THE LAUNCHPAD**

Your **first step** toward launching a strategic, profitable online store — without overspending, overthinking, or overwhelming yourself.

  
**Yes! I want in**

GLOBAL PLATFORMS & TOOLS

OR

  
**SOUTH-AFRICA SPECIFIC  
Yes! I want in**

THIS OPTION INCLUDES  
TOOLS, SOLUTIONS AND PLATFORMS,  
SPECIFICALLY TAILORED FOR SOUTH-AFRICA

You Don't Need More Time. **You Need a Plan.**

If you've been spinning your wheels trying to find the “perfect” niche, build a brand, or even figure out where to start — **this is your shortcut.**

The Launchpad is a laser-focused mini course designed to **take you from “I have an idea” to “I’m building a business”** — fast, clear, and confident.



Turn your idea into a real, ready-to-build brand.  
If you've been sitting on an idea (or 3), wondering how to “actually start” — this is your step-by-step game plan.

The Launchpad is the first module of the Smart Start Sprint, designed to help you  
**walk away saying: “This actually feels like ME — and it actually makes sense.”**

In just one week, you'll walk away with:

 **A crystal-clear niche — aligned with your Success Signature**

No more guessing. You'll clarify your unique strengths, story, and personality, and match them to a niche that actually makes sense (and sales).

 **One clear customer persona**

We'll strip away the fluff and define the real person you're selling to — so your brand, content, and products instantly connect.

 **Your beginner brand**

You'll create the foundation of a brand that feels like you — so that it's easier to market, easier to show up for, and more magnetic to buyers.

 **Your social media pages — done**

Launch-ready Instagram and Facebook business pages

 **Your payment gateway — applied for**

You'll walk away knowing how to set up your Payment Gateway account so you're ready to take payments when you go live.

## You'll finally have:

1. A clear niche that fits YOU and has real potential
2. A customer you can talk to and sell to with confidence
3. A brand foundation that makes sense (and sells)
4. The tech setup you need to move forward — without freezing up
5. The momentum that makes launching feel exciting, not overwhelming

Unlock Module 1: The Launchpad  
**Instant access!**

## Join The Launchpad Below

  
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OR

  
**SOUTH-AFRICA SPECIFIC  
Yes! I want in**

THIS OPTION INCLUDES  
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**Because clarity, direction, and confidence  
are what actually build  
online businesses...**

