

Ikgai Element #2: What You Are Naturally Gifted at

1. When you remember back to your early years from 8 – 16 years old, what are some skills or interests that you good at doing? These can include unusual skills or unique abilities the general marketplace may seem to disregard.

2. What are some things that you have always been good at doing even before you received education?

3. If you asked your friends or family what you have always been good at doing what is that thing? *note asking family and friends is a good outside source of insight

4. Do you have any insights from other self assessment tools or coaching that indicate what you are naturally good at. Write a list of the insights from these sources.

Ikgai Element #3: What Does the World Need Right Now?

Do online research as described below, to discover trends in your area of interest. Utilize this research to develop insights and then answer the questions below. Be aware of insight flashes or new connections that emerge and write them down in the area below or in side bar notes.

1. Go to google and research your interest area. Try variations of asking questions in the search to reveal different perspectives, age groups or interests. Skim blog articles and other types of content to gather insights on the current trends of interest in your topic area.

2. Go to Amazon current books in your topic area. Look at what topics and perspectives that people are creating books on. Go to the review section of these books and read to discover what people like or do not like about the authors perspective.

A. What are some of the trends that you noticed are influencing your area of skill or interest right now? What is the current zeitgeist?

B. Who are the influencers in your area of interest. What are they talking about or offering?

C. What opportunity areas got trigger as you searched online

D. What are some of the problems that you notice people are experiencing in your interest area right now.

E. What do you feel intuitively that people want help with right now?

Ikgai Element #4: What are People Willing to Pay for?

1. What are some common issues creating real or existential pain in your area of interest?
2. What solutions are people currently using to solve their problems in these areas?
3. What do people desire or aspire to achieve in your area of interest?
4. What is important and what do people value in your topic of interest area?
5. Brainstorm 4-5 solutions you could provide to solve the problems in these areas.