

# [BE FOUNDATIONS] OPTIMISM BIAS



Everyone experiences this in their life, but why is it good (and when is it bad)?  
Use this worksheet to use OPTIMISM BIAS in your life and business.

## 1) GOALS vs TASKS

Use **OPTIMISM BIAS** for setting goals, but have realistic expectations for tasks. Approach GOALS as if you cannot fail. What would a confident person do? As Edison said, he did not fail 1000 times, but the lightbulb was an invention with 1000 steps. Write your big goal here. For example: be known as a thought leader in your industry.

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For TASKS, show some restraint. If you can only do ONE thing today to get you to your overall big dream goal, what will it be? For example: pitch one speaking engagement and one media outlet every day.

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## 2) WHAT SIDE IS YOUR BUSINESS ON?

### LIGHT

These businesses WANT to promote optimism bias and people being aspirational: gym memberships, weight loss, courses, workshops, travel, dating...

### SHADOW

Do NOT use optimism bias and should not use stats because they have a reverse impact: disease prevention, doctors/dentists, insurance... Instead, incorporate AVAILABILITY (ep 15)

Circle your side, and write a potential message here:

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HELP?**

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