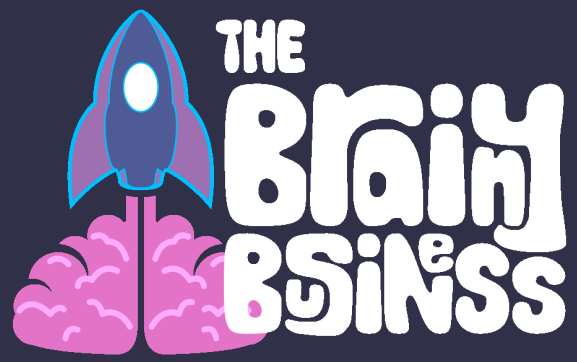


# FOCUSING ILLUSION

## WORKSHEET



"Nothing in life is as important as you think it is while you are thinking about it."  
- Daniel Kahneman, Nobel Prize winning behavioral economist

### 1) Personal Relationships

Who do you want a better relationship with? List 10 good qualities and train your brain to think of them whenever you are reminded of that person for at least a month.

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### 2) Business Relationships

Repeat that with a coworker, your boss, a vendor...

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### 3) Business Opportunities

Is there a business opportunity everyone else thinks is awesome, but you hate (or vice versa)? What else could you focus on to make your perspective more well rounded (and have empathy for others)?

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### 4) Product Offerings

What problem do people really need solved? What are they focusing on?

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### 5) Brand Messaging

List one product or service you offer: what is the 1 thing you could focus on in your messaging to appeal to your target market?

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