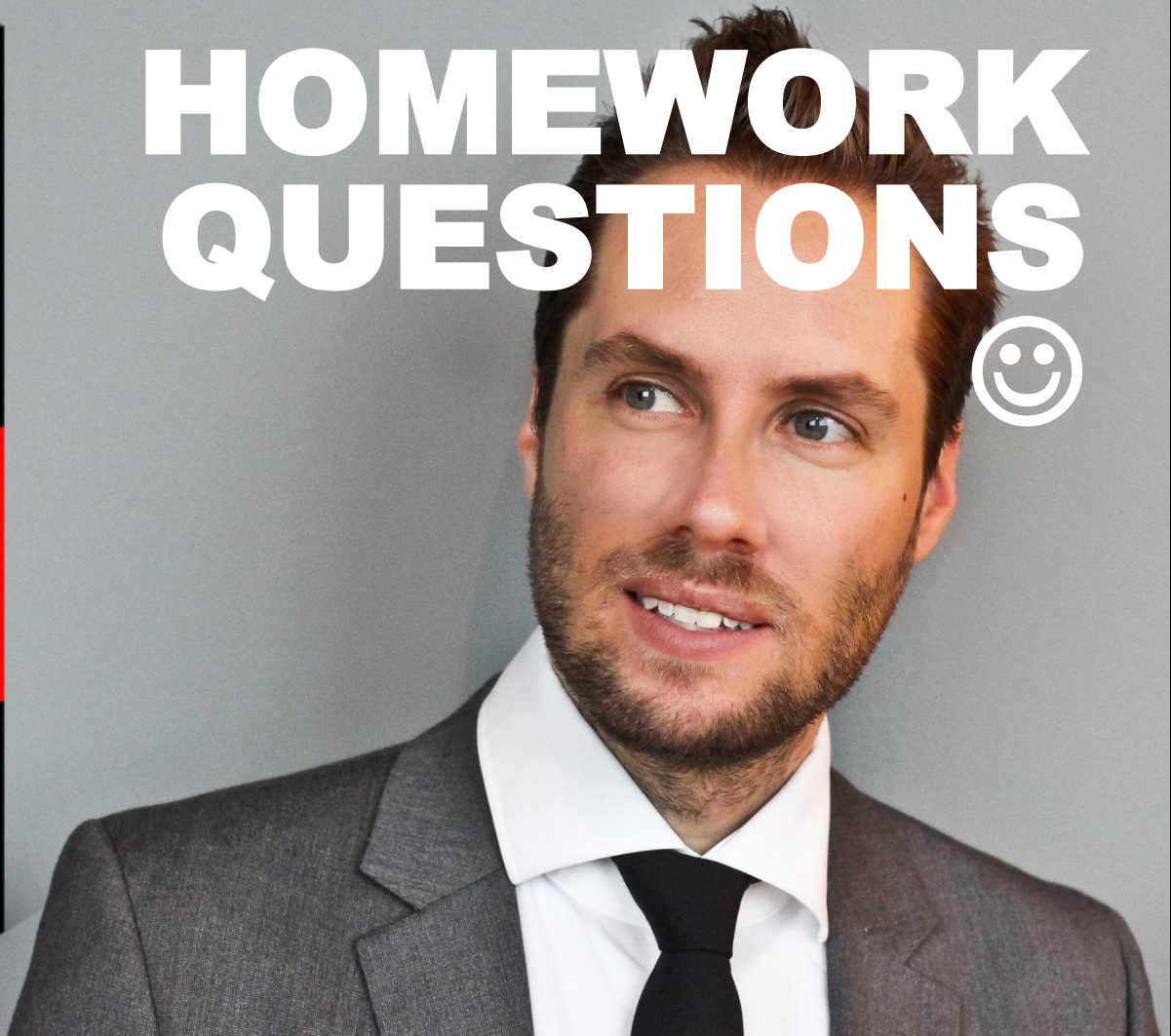


HOMEWORK QUESTIONS



You are not preparing
for what **WILL**
happen...

...you
are preparing
for what **COULD** be

3 Traps of a Farmer

 Complacent

 Repetitive

 Protective



3 Hunter Instincts



Insatiable



Curious



Willing to Destroy



Insatiability

1. How often do you **EXPERIMENT** with ideas that might not work?
2. How different would you act if you knew there was a **TEAM** working 24/7 to eat your lunch?



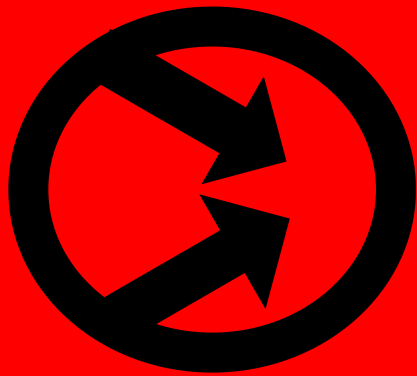
Curiosity

1. How much time do you spend **HUNTING** new opportunities?
2. How many ways can you **CONNECT THE DOTS** / re-build your business?



Willing to Destroy

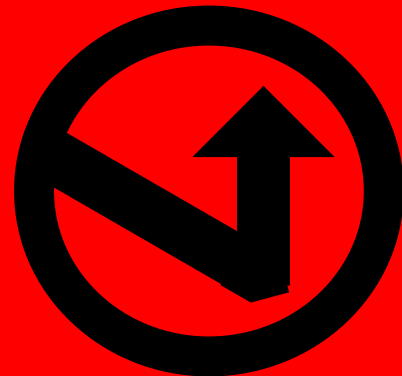
1. What **SUCCESS** is blinding you from trying new ideas?
2. How much simpler would you design your business if you had to re-start from **SCRATCH**?



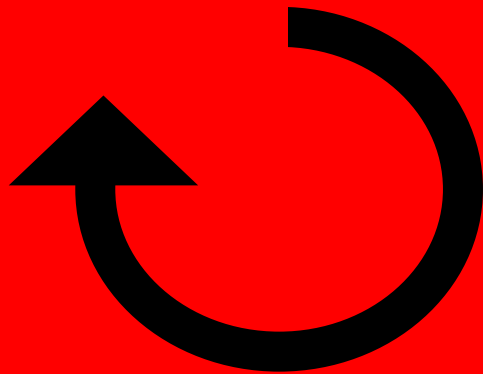
Convergence



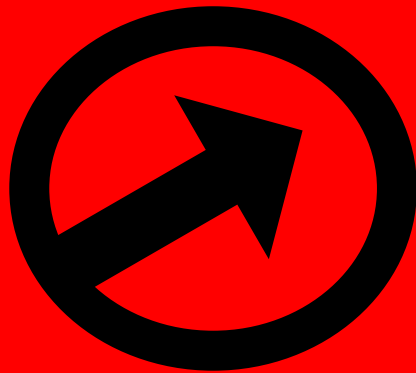
Reduction



Redirection



Cyclicity



Acceleration

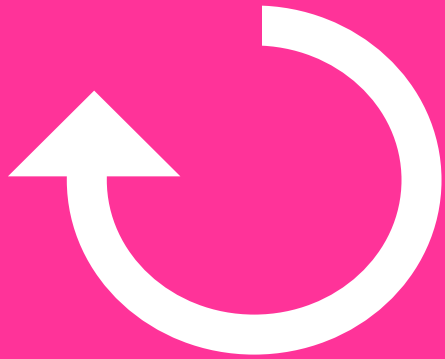


Divergence



Acceleration

1. Specifically why should I **CHOOSE** you?
2. How might you **RE-DEFINE** your most important feature?



Cyclicality

1. Since your last reinvention, how much have styles & culture **CHANGED**?
2. What do your **NEXT** customers think about your relevance?



Convergence

1. What other **SERVICES** could be combined with your offering?
2. What dream **BRANDS** or products could you work with?



Reduction

1. What parts of your business do consumers actually **CARE** about?
2. How many ways could you imagine a **SIMPLER** start-up?



Divergence

1. What do people hate about your **INDUSTRY**?
2. How could you be more **CUSTOMIZED**, more unique or different from the mainstream?

BE CURIOUS



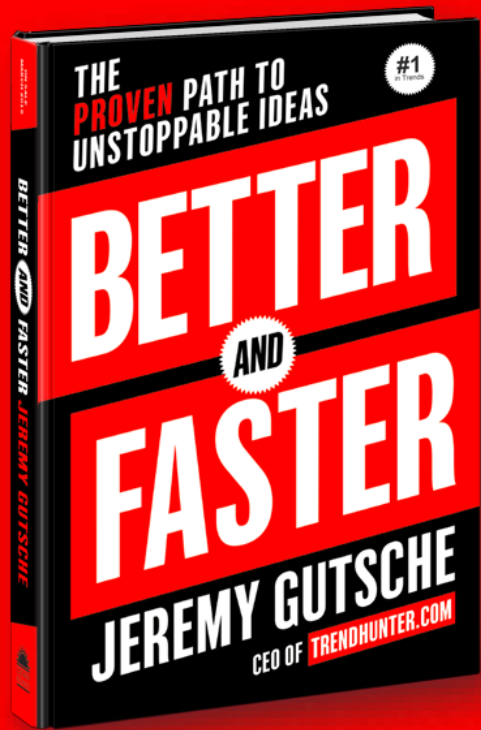
BE INSATIABLE



BE WILLING TO DESTROY



Get Better and Faster



+ **\$250**
of **FREE** Extras
At: **BetterAndFaster.com**