



# THE GREAT *I AM* WORKSHEET

declare **who** you are  
& **why** your work  
matters

only one rule:  
**don't overthink it**

Created by  
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This worksheet is designed to be completed

*FAST. Like, really,  
really, really fast.*

**Think:**

Leaping onto a **trapeze** ...

Swinging in the breeze ...

Focused, wondrous, accelerating with ease ...

Nooooo time to edit (or freeze).

**The great I AM worksheet** includes 10 elements.

Give yourself TWO MINUTES to complete each element. That's it.

Trust me on this.

Because, if there's one thing I've noticed — after working with 300-ish humans — it's that most of us tend to overthink our writing & communication.

We give ourselves (way) too much time to make it “perfect” — and send ourselves into maddening spirals of confusion in the process.

When you give yourself a ferocious time limit to pour out your thoughts, magic transpires.

You stop writing from the brain, and start writing from the **hut**\*.

So, get your hut fired up & ready ...  
and **let's GO!**

*\*hut = your heart + gut, of course.*

# The great *I AM* worksheet

## 1. I am a ...

Insert your job title here.

Don't worry if it sounds "boring." Don't worry if it sounds "braggy."  
Definitely don't worry if it sounds "wacky."

Jot down the very thing that comes to mind.

## 2. But really, I'm a ...

Who & what are you ... *really*?

What's your soul title? Your spirit name? Your halfway-in-the-closet identity?  
Your superhero alias? (Don't mull. Just go.)

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## 3. I am amazing at ...

Jot down the first three or four things that bubble into your brain-tank.

Circle the one that feels like something you'd like to be *known* for.



## 4. And I've devoted most of my life to ...

Studying / exploring / questioning / mastering / helping / teaching / fixing / leading / sharing / serving / doing ... *what?*



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## 5. When you work with me, you can expect ...

Jot down the **benefits** that other humans receive, when they partner with you (or read your books, or see your art, or listen to your words, or get one of your legendary bear-hugs ...)

## 6. And you'll probably be surprised & delighted by ...

Got quirks, hidden talents, or an unexpected approach to your line of work? Give it here.

# The great *I AM* worksheet

## 7. My work matters because ...

- ... it alleviates the suffering caused by \_\_\_\_\_.
- ... it makes the world a \_\_\_\_\_ place.
- ... it allows people to experience \_\_\_\_\_.
- ... without it, we'd all be \_\_\_\_\_.
- ... or, what?

## 8. And I am here to remind you that ...

This is your message, your final battle-cry, the big WHY.

The words that are going to be inscribed on your tombstone.

You are not confused. You've got this. GO.

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## 9. My question for you is ...

What do you secretly wonder about everyone you meet?

What do you wish your fellow human beings would ask themselves?

What's your favorite ice-breaker, soul-shaker, conversation-maker?

## 10. To sum it up? I am ...

... not for the faint of heart.

... the slightly-psychoic auntie you always wanted, but never had.

... a work in progress.

... a work of art.

... a teacher, a student, and everything in between.

... completely astonishing.

... (your closing thought, here.)

# The great *I AM* worksheet

**Take a deep breath & weave it all together.**

I am a ...

But really, I'm a ...

I am amazing at ...

And I've devoted most of my life to ...

When you work with me, you can expect ...

And you'll probably be surprised & delighted by ...

My work matters because ...

And I am here to remind you that ...

My question for you is ...

To sum it up? I am ...





**You are done.  
You are amazing.  
And you are ...  
NOT CONFUSED.**

**Keep writing fast, easy  
& free, straight from  
the hut.**

# About the Author

## Alexandra Franzen



**I want to live in a world** where ecstatic self-expression is the status quo, sizzling wordplay rules the day & communicating clearly is a joy — not a chore. **A world where it's easy to understand yourself ... and be understood.**

**I play every day** by making up songs about my toast, planning outfits for when I'm fabulously elderly, and dreaming up new ways to shine up & serve the world.

**I'm a writer** — because it's the best medium for my brain-waves. And because that's how I let my LOVE shine.

### The basic nuts & bolts:

I've been spotlighted on over 50 blogs & radio programs on communication, creativity & entrepreneurship, and in a handful of books, including *Grow Your Handmade Business*, *When Talent Isn't Enough*, and *The Declaration of You!*

My first print book — **50 Ways To Say You're AWESOME** — will be released by **Sourcebooks** in 2013. Mark your calendar. It's gonna be MEGA.

I scribble about life, love, work & writing at [AlexandraFranzen.com](http://AlexandraFranzen.com).

Say hello anytime. I like people.

**Want more?**

*I got you covered ...*

If this worksheet rocked your magnificent world, there's plenty more where that came from.

**Three things you can do next:**

1. Hop over to [my website](#) & explore all of my laser-lucid lessons on communication, writing, self-expression, creativity & entrepreneurship. (You might want to start with [these 15 posts](#). They're awfully popular.)
2. Register for a [WRITE YOURSELF INTO MOTION](#) workshop. It's a weekend of wordsmithery with me & 20 new friends. I'll be teaching in 7+ different cities in 2013. See you on the road!
3. Prance over to my [SHOP](#) and treat yourself to a script pack or wee-book. They're pretty, practical & delightfully playful.

**AND!**

If this worksheet — or any of my digital scribblings — made your day, made your week, triggered an epiphany, or helped catapult you forward, [tell me about it](#).

**No one on earth can do what you do, in precisely the way that YOU do it.**

**XO & thank you for being in my orbit.**



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Just use my full name & kindly link back to my website: [AlexandraFranzen.com](http://AlexandraFranzen.com)

You'll find my bio & headshots [right here](#). Gracias.