



C.L.E.A.R. Purpose<sup>TM</sup>  
QUESTions<sup>TM</sup>  
& Scoring



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The  
**creative mind**  
is a wonderful gift...  
**most of the time**

Except when it runs wild.

Except when it generates a million ideas, all of which hold amazing promise.

Except when it causes us to launch into a project with passionate obsession, only to discover 72 sleepless hours later that it's not the least bit interesting anymore!

We're probably alike.

Hundred of notebooks filled with thousands of ideas.

But which ones need to be brought to life?



# The **5** Steps to CLEAR Purpose

## #1 Select an Idea or Project

For this guide, I'll compare two options I was considering: CLEAR Purpose vs Simple Six Figures.

This will serve as an example of how the process works. After the walkthrough, the worksheets are provided for you to do on your own.

## #2 Work the Words

C.L.E.A.R. is obviously an acronym.

Cause

Love

Energy

Aptitude

Return

Work the Words means taking each word into account for an overall decision.



## #3 Answer the QUESTions™

Quest: “a search for something that is difficult to find, or an attempt to achieve something difficult.”

That feels a little heavy, but what I am suggesting you do is to sit with the ask. Write your answer by hand and give it full consideration. You’ll see how this works in the first example.

## #4 Rate on Scale

I will share a rating on each word on a scale of 01-10 as it relates to the “project.”

01 = No Go!

10 = Full Flow!!

## #5 Score

There are 50 points total. You can decide what level is a “flow” for you.

It may be 40/50 or 30/50.

When comparing between projects it simply may be the highest overall score or something like energy may mean the most to you.



# Cause

QUESTiON: How will I advocate, defend, and stand up for this idea?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



# Love

QUESTION: What would I say I love about this idea? What evidence do I have to prove that is true? What do I hate most about this idea?

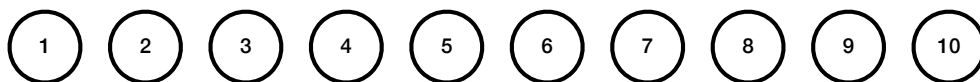
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



# Energy

## QUESTions:

Looking into the future, 137 ideas later, how do I feel about this idea? How will my heart and eyes light up when talking about it 7 years from now?

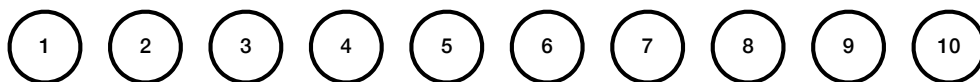


# Aptitude

QUESTions:

Why would I hire myself before anyone else for this idea?

Who are three people/companies in this arena and how will I deliver a superior result?





# Return

QUESTions:

What could I expect to come my way as a result of bringing this to the world?

The good:

The bad:

The ugly:



# Score & Alignment

Take the score you gave each word and add them together:

There's a 50 point possible total.

\_\_\_\_\_ / 50

What does that number say to you?



# C.L.E.A.R. Purpose™ One Sheet

Project / Idea \_\_\_\_\_

Cause      (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

Love        (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

Energy     (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

Aptitude   (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

Return     (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

SCORE

\_\_\_\_ / 50



Making it easy to  
discover your  
C.L.E.A.R.  
Purpose™



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