

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.)

The great *I AM* worksheet

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?*

The great *I AM* worksheet

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.

The great *I AM* worksheet

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-psycho 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 emails are short, love letters are brave, and ‘thank you’ notes are scribbled by hand.

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 write about how to be a better writer. Which really means I write about being understood. Which really means I write about LOVE.

The basic nuts & bolts:

I’ve been spotlighted on over 50 blogs & radio programs on writing, communication, creativity and 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 in September 2013. Mark your calendar. It’s gonna be MEGA.

You can find me online at AlexandraFranzen.com & on Twitter at [@Alex_Franzen](https://twitter.com/Alex_Franzen). (I’m allergic to Facebook, but I still want to be your friend.)

XO.

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

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