

LATOYA BELFON
IDEAS • STRUCTURE • IMPACT

FREE STRATEGY TOOL

The Idea Development *Readiness* Scorecard

*Clarify what you are building. Identify what is missing.
Choose the next structure your idea needs.*

START HERE

ONE VISION. THREE PATHS FORWARD.

Book • Brand • Business

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Your idea is not small. It is *developing*.

You picked this up because an idea has been tugging at you. Pay attention to that. Ideas that keep returning are usually asking to be built.

Before you begin, I want you to know this: the scorecard in your hands is not a test you pass or fail. It is a mirror. Score what is true today, not what you hope will be true by Friday. A low number is not a verdict on you or your idea. It is information, and information is where strategy begins.

Move through each section slowly and answer honestly, even when honesty stings a little. The women I have watched build lasting books, brands and businesses were not the ones who started with perfect scores. They were the ones who told themselves the truth early, then built with intention.

Your idea deserves that kind of honesty. So do you. Let's begin.

— *Latoya*

HOW TO SCORE · 0 NOT YET · 1 PARTLY · 2 CLEARLY IN PLACE · ADD EACH SECTION, THEN
USE YOUR RESULT PAGE

BEFORE YOU BEGIN

The idea I am assessing is:

I want this idea to become a book, brand, offer, program, business or movement:

The person I most want this idea to serve is:

HOW TO SCORE · 0 NOT YET · 1 PARTLY · 2 CLEARLY IN PLACE

01 Clarity

01	I can explain the idea in one clear sentence.	☐ 0	☐ 1	☐ 2
02	I know exactly who the idea is designed to serve.	☐ 0	☐ 1	☐ 2
03	I can name the problem, tension or possibility it addresses.	☐ 0	☐ 1	☐ 2
04	I know what should become different because this idea exists.	☐ 0	☐ 1	☐ 2
05	I have chosen one primary direction instead of trying to build everything at once.	☐ 0	☐ 1	☐ 2
SECTION TOTAL				_____ / 10

02 Structure

01	The idea has a clear format: book, offer, workshop, program, brand or business.	☐ 0	☐ 1	☐ 2
02	I can identify the major parts, stages or deliverables.	☐ 0	☐ 1	☐ 2
03	I know what must happen first, next and later.	☐ 0	☐ 1	☐ 2
04	I have a realistic timeline for development and launch.	☐ 0	☐ 1	☐ 2
05	I have documented the idea beyond notes in my head.	☐ 0	☐ 1	☐ 2
SECTION TOTAL				_____ / 10

HOW TO SCORE · 0 NOT YET · 1 PARTLY · 2 CLEARLY IN PLACE

03

Evidence & Market

01 I have spoken with or observed the people this idea is intended to serve.

☐ 0 ☐ 1 ☐ 2

02 I can point to evidence that the need or desire is real.

☐ 0 ☐ 1 ☐ 2

03 I understand what alternatives already exist.

☐ 0 ☐ 1 ☐ 2

04 I can explain why my perspective, method or story is distinct.

☐ 0 ☐ 1 ☐ 2

05 I know what small test could create useful feedback before a full launch.

☐ 0 ☐ 1 ☐ 2

SECTION TOTAL

_____ / 10

04

Capacity & Movement

01 I have protected time to develop the idea.

☐ 0 ☐ 1 ☐ 2

02 I know which skills, partners or resources I still need.

☐ 0 ☐ 1 ☐ 2

03 I have identified the next three practical actions.

☐ 0 ☐ 1 ☐ 2

04 I have a way to measure progress or response.

☐ 0 ☐ 1 ☐ 2

05 I am willing to refine the idea based on evidence, not only emotion.

☐ 0 ☐ 1 ☐ 2

SECTION TOTAL

_____ / 10

YOUR RESULT

What does your idea *need next?*

Add your four section totals. Your score is a starting point, not a verdict.

0–15

THE IDEA NEEDS LANGUAGE

Begin with clarity. Define the audience, the central problem and the change the idea is meant to create.

16–27

THE IDEA NEEDS STRUCTURE

The direction is promising. Build the sequence, format, timeline and test that will create movement.

28–35

THE IDEA NEEDS EVIDENCE

Strengthen the market signal. Test the message, gather feedback and document proof before scaling.

36–40

THE IDEA IS READY TO MOVE

Choose the next decisive milestone and build the systems, visibility and support required to launch well.

MY NEXT MOVE

Turn the score into *movement*.

Choose fewer actions, complete them well and gather evidence before adding more.

ONE DECISION

The decision that will create the most clarity is:

ONE BUILD

The asset, outline, offer or system I will build is:

ONE TEST

The audience conversation or small market test I will run is:

ONE DEADLINE

I will complete this movement by:

ABOUT THE STRATEGIST · LATOYA BELFON

Publisher, educator, business development consultant, marketing strategist and cultural program architect.
Latoya helps women turn ideas into books, brands, programs, businesses and movements through clarity,
structure and intentional action.

*Your idea deserves more than encouragement.
It deserves a strategy.*

BOOK A STRATEGY CONSULTATION

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