

FREE STRATEGY TOOL

# THE IDEA DEVELOPMENT READINESS SCORECARD

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

# YOUR IDEA IS NOT SMALL. IT IS DEVELOPING.

A promising idea can still be difficult to explain, price, organize or move forward. This scorecard helps you assess whether the idea has enough clarity, structure, evidence and capacity to become something other people can understand and use.

## HOW TO SCORE

0 = not yet    1 = partly    2 = clearly in place

Rate every statement honestly. Add each section, then use the result page to choose your next move.

## Before you begin

The idea I am assessing is:

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

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The person I most want this idea to serve is:

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# CLARITY

Circle 0, 1 or 2 for each statement

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

SECTION TOTAL \_\_\_\_ / 10

# STRUCTURE

Circle 0, 1 or 2 for each statement

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

SECTION TOTAL \_\_\_\_ / 10

# EVIDENCE & MARKET

Circle 0, 1 or 2 for each statement

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

# CAPACITY & MOVEMENT

Circle 0, 1 or 2 for each statement

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

# 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:

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# 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:

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## ONE BUILD

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

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## ONE TEST

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

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## ONE DEADLINE

I will complete this movement by:

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Need help choosing the strongest path?

LATOYABELFON.COM

ABOUT THE STRATEGIST

# LATOYA BELFON

Latoya Belfon is a publisher, educator, business development consultant, marketing strategist and cultural program architect. She 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