

# Getting Clarity:

## A Simple Thinking Tool for Business Ideas That Matter

Phillipe Avery



### Getting Clarity:

A short guide to help you bring clarity to your thinking. It's not a test. It's not a business plan. It's a place to begin — with your voice, your vision, and your next step.

From **Future Point 4 Business**  
[www.futurepoint4business.com](http://www.futurepoint4business.com)

## THE BRAND THINKING ROOM

TheThinkingRoom.com

### THE BRAND THINKING ROOM

Brand clarity begins here.



The Brand Thinking Room is a space for business owners, brand builders, and creative thinkers who need time and structure to reflect on the one thing that holds everything else together: your brand.

**QUIET SPACE.  
SERIOUS THINKING.  
REAL BRAND CLARITY.**

*"I'm still not entirely sure what goes on in The Brand Thinking Room... but whatever it is, it works. Phillippe hasn't stopped thinking since he built it."*

— Joe Thomas.

*"If you've ever wondered what it's like to be gently interrogated by someone who actually cares about your brand, you're in the right place."*

— Rob Dunn.



## WHO IS THIS FOR?

**Who This Is For:** Have an idea you believe in, but struggle to explain it? Feel like something's inside you — but it hasn't taken shape yet?

This short guide is here to help you bring clarity to your thinking. It's not a test. It's not a business plan. It's a place to begin — with your voice, your vision, and your next step.

Whether you're thinking about starting something full-time, launching a side project, or exploring an idea that's been sitting with you for a while, this tool is a simple companion to help you move forward.

## C.L.E.A.R.WORX™ THINKING...

### SECTION 1: YOUR IDEA IN ONE SENTENCE

**Prompt:**

Can you explain what your idea is in just one or two sentences?

*Try this formula:*

"I want to help [this group of people] by offering [this product or service] because [this reason or insight]."

---

---

---

---

---

---

---

---

---

---



## SECTION 2: WHY THIS MATTERS TO YOU

**Prompt:**

Why you? Why now?

What makes this idea feel meaningful or important to you?

*Tip:* Talk about your motivation, your story, your values — not just the money.

## SECTION 3: WHO THIS HELPS (AND HOW)

**Prompt:**

Who benefits from your idea?

What problem does it solve, or what value does it offer?

*Optional extra:* Does it support people in your local area? A particular age group? A forgotten need?

## SECTION 4: HOW WILL IT REACH PEOPLE?

**Prompt:**

How would someone find out about this offering? Would you share it online, talk about it in your community, reach out through shops or schools?

*Tip:* This doesn't need to be perfect. Just begin thinking practically about visibility and delivery.

## SECTION 5: YOUR NEXT STEP

**Prompt:**

If you had to take just one small step to move your idea forward, what would it be?

*Examples:* Writing it out clearly, asking for feedback, starting a conversation, researching similar ideas.

## FUTURE POINT 4 BUSINESS

Future Point 4 Business  
27 Old Gloucester St, Holborn, London WC1N 3AX.

Tel. 02381 55 00 77  
Email: [enquires@futurepoint4business.com](mailto:enquires@futurepoint4business.com)

[FuturePoint4Business.com](http://FuturePoint4Business.com)  
[TheBrandThinkingRoom.com](http://TheBrandThinkingRoom.com)



**C.L.E.A.R.WORX™**

© Future Point 4 Business | Phillipe Avery | 2025

## SECTION 6: INCOME INTENTIONS

**Prompt:**

What kind of income (if any) do you hope to generate from this idea?

Choose the best fit for your intention right now:

- **Main Income (Livelihood)** — I want this to become my full-time work and main income source.
- **Supplementary Income** — I want this to support or top up other income.
- **Passion Project / Interest** — I care about this idea and want to see where it goes.

*There is no right or wrong answer. Clarity helps shape the right path.*

## SECTION 7: YOUR INCOME THINKING

**Prompt:**

If you want this idea to generate income, have you thought about what success looks like?

- How much would you need it to make in the first year?
- Would that be enough to support you or reinvest in growth?
- Could it grow beyond that?

*You don't need all the answers now — this is just a space to start thinking clearly.*

## FUTURE POINT 4 BUSINESS

Future Point 4 Business  
27 Old Gloucester St, Holborn, London WC1N 3AX.

Tel. 02381 55 00 77  
Email: enquires@futurepoint4business.com

[FuturePoint4Business.com](http://FuturePoint4Business.com)  
[TheBrandThinkingRoom.com](http://TheBrandThinkingRoom.com)



**C.L.E.A.R.WORX™**

© Future Point 4 Business | Phillipe Avery | 2025

