# some minimalist business journal prompts



the minimalist business

# some journal prompts to get you started

As we get ready to embark on our journey towards business minimalism, it can be helpful to get a snapshot of your current situation, and what you want to move towards. I've compiled a little mini-journal for you to write in, to help you see where you're starting, and where you're going to go.

The prompts in the journal are designed to help you start thinking about the different aspects of your business minimalism process. There are TEA prompts and connection prompts, content, admin, promotion - all the big aspects of the minimalist approach are covered here. Even if all you do is peek and ponder, take a skim through the prompts to gently nudge your subconscious, "Psst! We're doing this! For reals!"

You're free to use these prompts however you like. If you want to do 30-days-of-journaling, that's great. If you want to pick and choose the prompts that inspire you, fantastic. If you simply want to read through them and consider your thoughts while you're in the shower, go forth with my blessing.

If you want to share your responses with me, I'd love to read them. Send them my way (I'm at naomi@ittybiz.com) and I'll give you a high five and tell you what an insightful person you are.

(You can print this page out or type directly into the PDF, whatever works for you and your TEA.)

Cheers to your incredible insights - they will prepare you well for the transformation ahead.





Describe your ideal workday in detail. What tasks give you energy, and which ones drain it?

*“It's not the daily increase but daily decrease. Hack away at the unessential.”*
*– Bruce Lee*



Imagine your business as a garden. Which areas are flourishing, and which need pruning?

*"Doing something unimportant well does not make it important."*
*- Tim Ferriss*



Reflect on the last interaction you had with a customer.
Consider the energy exchange between you two.
What felt good? What could have been better?

*"When you're clear about your purpose and your priorities, you can painlessly discard whatever does not support these, whether it's clutter in your cabinets or commitments on your calendar." – Victoria Moran*



# Write a letter to your future self, describing the minimalist business you're building.

*“Minimalism isn't about removing things you love.*
*It's about removing the things that distract you from what you love.”*
*- Joshua Becker*



What's one piece of content you've created that feels truly authentic? Why does it stand out?

*"The ability to simplify means to eliminate the unnecessary so that the necessary may speak."*
*- Hans Hofmann*



If you could only eliminate one task from your daily routine, what would it be and why?

*"Beware the barrenness of a busy life."*
*- Socrates*



Think of a time you felt overwhelmed by your business.
What's one change you could make
to prevent that feeling?

*"The more you have, the more you are occupied.*
*The less you have, the more free you are."*
*- Mother Teresa*



Describe a relationship connected to your business that feels effortless. What makes it so?

*"Simplicity boils down to two steps:*
*Identify the essential. Eliminate the rest."*
*- Leo Babauta*



What does “streamlining your content” mean to you?
Describe three ways you can achieve it.

*“Simplicity is an acquired taste.*
*Mankind, left free, instinctively complicates life.”*
*- Katharine Fullerton Gerould*



Reflect on the last promotional activity you did.
What felt aligned with your values, and what didn't?

*"It's not always that we need to do more but rather that we need to focus on less."*
*– Nathan W. Morris*



When do you feel most in control of your time? Describe how you can replicate that feeling in your business.

*"Perfection is achieved not when there is nothing more to add but when there is nothing left to take away."*
*– Antoine de Saint-Exupery*



What's one administrative task you wish could run itself? Envision how that could look.

*"Just because something made you happy in the past doesn't mean you have to keep it forever."*
*– Melva Green*



Consider your digital footprint.What's one step you could take to simplify your online presence?

*“The greatest ideas are the simplest.”*
*– William Golding*



Imagine a day without any digital distractions.
How would you spend your time and energy?

*"Edit your life frequently and ruthlessly.*
*It's your masterpiece after all."*
*- Nathan W. Morris*



What's one small change you could make to your workspace that would increase your focus?

*"The first step in crafting the life you want is to get rid of everything you don't."*
*– Joshua Becker*



What aspect of your business makes you feel most alive? How can you dedicate more attention to it?

*"Enough is a decision, not an amount."*
*– Alison Faulkner*



Describe how you can apply the principle of minimalism to your product or service offerings.

*"You can't reach for anything new if your hands are still full of yesterday's junk."*
*– Louise Smith*



What's the biggest time-waster in your daily routine? Brainstorm ways to eliminate or reduce it.

*“Just because we have the space doesn’t mean we need to fill it with stuff.”*
*- Zoë Kim*



How do you recharge?
Describe your ideal break during a busy workday.

*"What we really need*
*is to realize how little we really need."*
*- Ashleigh Brilliant*



Describe a moment you felt completely absorbed in your work. What were you doing, and how can you do more of it?

*"Focus and simplicity... once you get there, you can move mountains."*
*- Steve Jobs*



Reflect on the role of patience in your business.
How does it help you focus on what truly matters?

*"Lack of direction, not lack of time, is the problem."*
*- Zig Ziglar*



Describe a project you loved working on.
What made it so enjoyable and fulfilling?

*"Where your attention goes, your time goes."*
*- Idowu Koyenikan*



Write about a risk you're considering taking in your business. What's holding you back?

*"Attention is vitality. It connects you with others. It makes you eager. Stay eager."*
*- Susan Sontag*



# How can you apply the concept of 'less but better' to your product or service design?

*"To pay attention, this is our endless and proper work."*
*- Mary Oliver*



Reflect on a piece of advice you'd give to a new solopreneur about managing energy.

*“The greatest enemy of good thinking is busyness.”*
*- John C. Maxwell*



Envision a minimalist approach to your daily communications. What does that look like?

*"The problem is not time; the problem is heaviness."*
*- Theophane the Monk*



Write about a decision you made that simplified your business. How has it impacted your TEA?

*"Who would I be if I weren't busy? What would be left of my life and me after I removed excess stuff and allowed my day to have unscheduled open spaces?" — Lisa J. Shultz*



What's one change you can make to your environment to better support your business goals?

*"If I were to let my life be taken over by what is urgent,*
*I might very well never get around to what is essential."*
*- Henri J.M. Nouwen*



Envision your business in five years,
focusing on the essentials. What does it look like?

*"Some people are too busy to find ways to save time."*
*- Frank Sonnenberg*



What's one recurring task you can delegate or outsource to improve your focus on TEA?

*"When we rush, we skim the surface,*
*and fail to make real connections*
*with the world or other people." – Carl Honoré*