Think and feel?

over-whelmed

why is it so hard?

Excited

Anxious

what influencers say?

why is this hard?

social media

what senior says?

what market offers?

what boss/peers say?

lists pros/cons

websites

where should i start?

more research

Say and do?

Fears
Frustrations
Obstacles

Gain

Wants/Needs
Measure of Success
Goals