START Up
Greater Good

Brain Dump

A Brain Dump is a complete transfer of accessible knowledge about a particular subject from your brain to some other storage medium, such as paper or your computer's hard drive.

Chances are you have a ba-zillion ideas floating around in your head that you just don't know where to get started!

This form is intended to help you "de-clutter" your brain. Your brain is not intended to work overtime as a mental "to do list" or as a storage device for data like a computer.

The goal is to free your mind up so you can focus on moving forward in your business and life.

Instructions:

1. **Find a time where you will not be disturbed for 15 minutes.** That means DO NOT DISTURB on your phone, on the door to your office, lock yourself away from all distractions.

2. **Set a Timer for 15 minutes.**

3. **Dump your brain.** List everything you are thinking, your "to do list," stuff for your kids, reminders, ideas. You can use a pen and paper, your computer, or smart phone. Just get it out of your head!

4. **Stop and enjoy the moment.** Enjoy the fact that you just cleared your mind.

5. **Repeat once at least every 48 hours. Or keep going as more ideas pop into your head.** This is an on-going process.

WARNING

Do not set your time for more than 15 minutes. If the buzzer goes off and you want to keep going, that's fine but do not plan for more than 15 minutes at a time!!!

PRACTICE TIP: Some like to keep a little notebook to jot things down as it comes to them. Some like to use their smart phone.

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6. Organize your Brain Dump.

You can organize your Brain Dump anyway that works for you and here is a suggested method:

Doable To Dos: This category is for stuff you know you NEED to do and can be checked off a list. For example, "clean out my home office" is not a Doable To Do. It's too big of a project and too vague. However, "recycle the stack of magazines in the corner of my desk" is a Doable To Do.

Projects: This category is for stuff that's bigger than a one-step task. Continuing with the same example, "clean out my home office" is a project, because it requires multiple steps like "recycle the stack of magazines," "create client files," "purge and shred old paperwork," you get the idea.

Ideas/Some Day: This category is for stuff you MIGHT get around to one day so it would be stuff like "build a BBQ smoker in the back yard."

Divide further into Personal and Business: This is pretty self-explanatory but you take your Brain Dump and divide them further into stuff for your personal life and stuff for your business life.

I don't recommend necessarily dividing further into Personal and Business, because your personal life is just as important as your business life. And, you might just find a way to combine the two! For example, one of my colleagues had it on her personal bucket list to visit Hawai'i and figured out how to make it a business trip write off!

You may print out the next page as many times as you want to organize your Brain Dump.

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Doable To Dos	Projects	Ideas/Someday