FOR TEENS AGES 14+

My Future Brand Starter Workbook

A private place to explore what you want to build
— before you make it public.

**You do not need thousands of followers.
You need a purpose, a plan, and permission to begin.**

START HERE

This is about your future — not your follower count.

Use this workbook to turn an interest, skill, problem, or idea into a responsible first plan. You are not required to post publicly or know your forever career. Bring your completed pages to a parent or trusted adult before launching anything.

What this helps you do

Know yourself, define an idea, protect your privacy, use AI responsibly, plan around school, and decide on a safe next step.

- ☐ I will answer honestly, not impressively.
- ☐ I will ask for help when something involves money, strangers, contracts, accounts, or personal information.
- ☐ I will treat feedback as information, not as a measurement of my worth.

01 — KNOW YOURSELF

The whole you cannot fit on a screen.

Three strengths I already use

Three things I care enough about to keep learning

What I want my future self to thank me for starting

02 — FIND YOUR WHY

Meaning gives an idea direction.

Your story can explain why you care without revealing every private experience.

A problem I notice or understand

Who might benefit if I helped solve it

The part of my experience I am comfortable sharing

The part that stays private

03 — SHAPE THE IDEA

Turn interest into a testable concept.

My idea in one sentence

I want to create _____ for _____ because it helps them _____.

What would make this useful to someone else?

What do I need to learn before I call this ready?

04 — PROTECT YOURSELF

Private, trusted, or public?

KEEP PRIVATE	SHARE WITH TRUSTED PEOPLE	READY FOR PUBLIC
Passwords · Home or school location · Private family details · Financial information	Drafts · Early ideas · Questions · Plans needing permission	Purpose · Skills and work samples · Approved business details · Thought-through content

My three non-negotiable digital boundaries

05 — USE AI THOUGHTFULLY

Let AI support your thinking — not replace it.

- ☐ I can explain the idea without AI.
- ☐ I will verify facts, sources, names, prices, and claims.
- ☐ I will rewrite drafts in my own voice.
- ☐ I will not enter private family, school, customer, medical, financial, or password information.
- ☐ I will follow my school and teacher rules.
- ☐ I will disclose AI assistance when required.

Tasks AI may help me organize

Decisions that must remain mine

06 — PROTECT YOUR TIME

Build around school and real life.

DAY	SCHOOL / LIFE FIRST	PROJECT TIME
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Weekend		

When I will pause or reduce project work

07 — LEARN WITHOUT LOSING YOURSELF

A reaction is information — not your worth.

Business question	What might this result teach me about the topic, message, format, timing, or audience?

Personal reset	What do I know about myself that this number or comment cannot measure?

Three credible people whose feedback I will consider

What I will do before changing direction after a disappointing result

08 — MY 12-MONTH ROADMAP

This is a marathon, not a race.

Months 1–3	Clarify purpose, research the audience, set boundaries, and create a parent-approved plan.
Months 4–6	Build a private prototype, website outline, or sample content library. Ask for trusted feedback.
Months 7–9	Test one small, approved version. Measure what people understand and what questions they ask.
Months 10–12	Review what you learned, improve the system, and decide whether to continue, pause, or change direction.

My responsible next step in the next 30 days

09 — BRING YOUR PARENT A PLAN

Show that you are prepared.

- ☐ I can explain what I want to build and why.
- ☐ I identified what stays private.
- ☐ I created a school-first schedule.
- ☐ I understand where I need adult permission or supervision.
- ☐ I can explain how I will use AI.
- ☐ I know how I will respond to criticism or disappointing results.
- ☐ I chose one small next step instead of trying to launch everything.

Questions I want to discuss with my parent or trusted adult

Dream it. Plan it. Build it without losing yourself.