

## Week Two - Worksheet Four

### Are You an Analytical or Emotional Writer Quiz

People have different approaches to life, and those differences are reflected in how they write, how they speak, how they deal with problems solving etc. Those differences also change how you can best approach creating a product, so that the process is the most natural seeming and easy for you.

This quiz is designed to give you an insight into how you write, and how you plan and problem solve, so that you can then apply that knowledge to the product creation process.

For each question, answer A or B.

1. When you have to make a decision do you –

	a) Consider the pros and cons of your options carefully, and only then choose the direction based on those results
	b) Think about it a bit, but go with 'what feels right' – running on instinct and trusting that you will be right

2. Do you :

	a) Have a detailed to-do list, in a spreadsheet, that you update every day
	b) Have a scribbled list on a piece of paper, or maybe a whiteboard, that is never really up to date

3. Are your clothes in the wardrobe :

	a) Sorted by colour and items type
	b) Jammed in there any way that they will fit.

4. Do you

	a) Menu plan your meals for a week at a time ?
	b) Decide on the day (or at the last minute) what looks interesting now (or what you can make, with what is in the cupboard ...)

5. If you tell a child a story, do you

	a) Need a book to read to them
	b) Make up a story on the spot

6. For your business, do you have:

	a) A detailed business plan, that you update regularly
	b) A Vision and Mission statement, and lots of determination

7. Do you lose things ?

	a) Never – everything has its place, and I put it there !
	b) All the time – things turn up in the oddest places !

8. Is your business / coaching based on

	a) Careful analysis of what you client is doing / tells you
	b) How your client feels, moves etc, what they are projecting, regardless of what they say about things.

9. When asked to describe someone do you

	a) List their clothes, colours, hair colour, eyes etc
	b) Talk about how they move, the way that they talk, whether they seem messy or neat etc

10. If you doodle on your note paper is it

	a) Angular patterns, or precise drawings of objects ?
	b) Swirls and abstract everything, with multiple colours if you have them ?

11. If you write a blog post, do you

	a) Plan out what you want to say, then carefully think about exactly how you want it to sound ?
	b) Just write it, as it comes, and worry about how it looks / sounds later

12. When setting out to get something done, are you

	a) Really focussed, and just lock down and do that one thing
	b) Easily distracted, and keep needing to write yourself notes about all the other things that you remember you need to do ?

13. People drive you crazy because

	a) They are not organised, can't explain things in a logical sequence and just don't seem to think about the consequences of their actions
	b) They can't act, they spend so much time trying to be sure that they are doing the right thing that they don't do anything, and they have no idea what they actually want.

14. You are most likely to argue about

	a) The exact thing that someone said – it's a matter of principle to be exact about things!
	b) The tone of voice that something was said in – tone implies so much!

15. Your garden is

	a) An example of gorgeous garden design (whether you maintain or someone else does), and you only wish you had a big enough property to create a giant palace garden style space.
	b) A wonderful jungle full of secret places, and surprise corners where flowers pop out in unexpected spots.

16. Your car is

	a) Either perfectly clean, organised and shiny, or scruffy, but well maintained – a car is just another tool, for getting things done after all.
	b) Decorated with stickers and colourful things that reflect your personality, has a name, and is part of your family, in a way

17. Your pets are

	a) They belong to other members of my family – I like them, but I am not so much dedicated to them.
	b) Are my 'fur babies' or close to that – they are part of my family, absolutely – they inspire me every day!

18. Your house is

	a) Tidy, minimalist and uncluttered (or I try to keep it that way!)
	b) Clean, but somewhat messy / lived in, full of things I love, scattered where I can get them / see them easily.

19. When you read, you like to read

	a) Informational, educational non-fiction, and occasionally fiction, so long as there are no stupid continuity errors!
	b) Inspirational non-fiction or fiction that lets me empathise with the characters, imagine myself in different places times and situations and explore the world through the story.

20. Your handwriting is

	a) As tidy as I can make it, so that I, and others, can read it !
	b) Interesting, flowing, but sometimes hard for others (or even me!) to read – I tend to rush a bit, wanting to get things down before the slide away, or I get distracted.

Now add up how many As and how many Bs you have

<b>A</b>	
<b>B</b>	

See next page for details on what that means !

## RESULTS

Remember – nothing is black and white – there is always grey in between, so you may not be absolutely one way or the other here. But.... This will give you clues as to how your brain works, and those insights will help you choose ways to work which will support, rather than fight with, the way that you naturally think.

## MORE As

If you have more As, you are an analytical thinker / writer.

Generally, because you like order, and planning, you will find using the Product Plan sheets easy, and will start to see the shape of things fast.

You will find having a plan for everything makes it easy for you to act.

You will likely write in a way that is a bit formal and can seem stilted, because you will automatically be concise. You may need to relax that a bit, add a bit more conversational stuff in around the edges, so that your readers can relate to you better.

Your main challenge is to not over plan – to accept that the plan is flexible and will change as you progress with your product creation.

You will find that you want to write your product in the exact order that it will finish in – and that is not always the best approach – you will learn how to adapt around that, to get your best results.

You have probably hesitated on product creation in the past precisely because you did not have a clear plan and process to use. Now you will have, so all those excuses are gone ! Bring that capacity for laser focus to your product creation, and it will be done in no time!

## **MORE Bs**

If you have more Bs you are an emotional thinker / writer.

Generally, you connect with the world through how it feels. Tidiness and order take a back seat to having things 'feel' right. You are big on love and care, and you tend to connect to people immediately on meeting, one way or another.

Using Product Plans and some of the work sheets will be harder for you, because they are a bit towards the analytical end of things. – Hang in there, because you will also find that the worksheets will fire off your ideas – and if you have written notes on them, then, when inspiration strikes in the middle of one, you can allow yourself to be distracted, knowing that you can come back to the worksheet, and get going from exactly where you were.

Your product will connect well with your readers, because you are likely to write in a very friendly and conversational way – you may even need to pull that back a bit, to make a suitably professional impression, to make them respect your skills and knowledge!

The product plan process will turn out to be the best thing you ever learn, for you – because once you have that bit down, you can write your content in whatever order you like, writing things when your muse strikes, as you feel inspired, or clear about each piece, and the plan will let you track it all, and assemble it at the end, so that it works as a product!.