



The Discovery Dozen™

The Discovery Dozen is an easy-to-use and endlessly useful tool. It's a terrific way to generate ideas, get to the root of confusion, and motivate yourself.

Here's how the Discovery Dozen works:

You begin with a fill-in-the-blank sentence, and you complete that sentence. You then complete it again, with a different ending. You do that 12 times – and you discover a dozen insights.

The key is to work quickly, and intuitively, and not over-think your answers.

Write whatever comes up (even if it seems outrageous!). If you get stuck, write "blah, blah, blah" and go on to complete the next sentence.

Be sure to finish all 12 sentences.

For example, you could begin with this sentence root:

"If I were not afraid, I would ..."

Here are a few examples of possible completed sentences:

- If I were not afraid, I would **feel calm and capable.**
- If I were not afraid, I would **think of good people I could turn to for help.**
- If I were not afraid, I would **trust myself to make good decisions.**



Now, you can try this Discovery Dozen. And remember, write whatever comes to mind, and finish all 12.

1. If I were not afraid, I would
2. If I were not afraid, I would
3. If I were not afraid, I would
4. If I were not afraid, I would
5. If I were not afraid, I would
6. If I were not afraid, I would
7. If I were not afraid, I would
8. If I were not afraid, I would
9. If I were not afraid, I would
10. If I were not afraid, I would
11. If I were not afraid, I would
12. If I were not afraid, I would

You will notice that the first few answers are typically the things you are aware of—because they are top of mind. In the middle and toward the end of your sentence list, surprises and insights are most likely to show up. These are the gems you can mine.

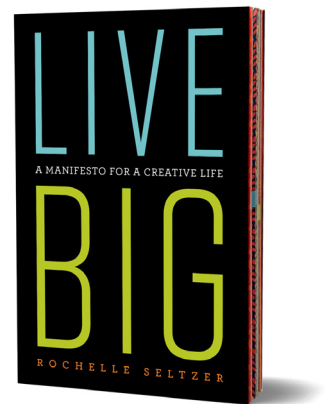
If things show up that make you want to pause and reflect, take a few minutes to jot down your thoughts. You may want to create a new Discovery Dozen sentence root to dig deeper, or to generate ideas for next steps, that relate to a particular answer.

And try using the Discovery Dozen to generate ideas! It is a fantastic way to quickly arrive at great possibilities.

You will have many opportunities to use the Discovery Dozen, and other great exercises, in my book. They will all help you live your big life!

Seth Godin endorsed **Live Big: A Manifesto for a Creative Life** with this blurb: *"This is a terrific book. The 'Discovery Dozen' exercises alone will change your creative practice (and your life) for the better."*

And Cheryl Richardson said, *"Simple, straightforward and filled with thoughtful exercises, **Live Big**, by Rochelle Seltzer, gives you the tools you need to know yourself in an intimate, life-changing way."*



Visit TheLiveBigBook.com to read more endorsements and see the gorgeous interior pages. There are also terrific gifts you can download there, including a guide to building self-love and managing the self-critic.

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Are you ready to create your inspired future?

Having a guide and mentor has accelerated the journey for many thoughtful, accomplished women who were ready to stop struggling, step into their power, create with intention, and make the next part of their lives and careers truly fulfilling.

If you want to explore what that can look like for you, I invite you to book a call with me. Use this link to find a time: LiveBigCall.com

I'll be happy to offer you insights and perspectives about what's in your way, as well as what's possible for you.