

WRITE COLLECTION • GUIDE

Brainstorming Toolkit

A structured ideation system for better questions, wider options, comparable concepts, and real next tests

FREE PREVIEW

What's included in the full kit

- 17-page brainstorming guide (Letter + A4 PDF)
- 6-page idea workbook with 6 worksheets (Letter + A4 PDF)
- Brainstorming prompt library: 8 prompts (PDF)
- Idea decision tracker (CSV)
- One-page quick reference (Letter + A4 PDF, plus phone PNG)
- Plus cover art and a README

Free preview • Full kit at kitandfile.com

1. Frame the Question

Module 1 of 6

Why This Matters

Brainstorming fails when the prompt is so broad that every idea fits or so narrow that only one answer is allowed.



When You're Done

You have a clear question with a user, outcome, constraints, and decision window.



Do This Now

- 1 Name who the ideas are for and what must improve.
- 2 State the outcome in observable terms.
- 3 List real constraints such as time, money, channel, and risk.
- 4 Write what is out of scope for this session.

Worked Example

'How can we grow?' becomes 'What could help first-time buyers understand the product within two minutes without adding a live demo?'



Reflection

What decision will these ideas eventually support?