



Exercise 7: Choosing Exercise

Look at the list of 'Creative', 'Commerce', and 'Capital' Farms you created from the previous exercises. Add any more that you've thought of to those respective lists.

Now, categorize your own list using the M.A.P. process for yourself. From the list of farms, select 3 that resonate most for you from the perspective of 'Passion', 'Ability', and 'Marketability'.

Which of the farms excite you? Which are you most 'drawn to' or 'compelled by'? If you had to choose just one farm of the various options, which would you choose?

Dollar Farm	Type	How broad is the 'Market'?	What 'Abilities' would I need and am I willing to learn them?	Does this farm 'inspire me'? Do I have 'Passion' for it?
<i>Example: Rental Real Estate</i>	<i>Capital</i>	<i>Global and local. Very robust</i>	<ul style="list-style-type: none">• <i>Understand real estate market demographics</i>• <i>Know how to 'manage' a property</i>	<i>Yes - very much. But also intimidated and scared by the financial investment</i>

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