

True Wealth - Where's my Project?

Sometimes, despite our best intentions, we can't figure out the best way to apply our energy. This can happen because we have too many ideas or because we don't have any at all. You're stuck. If this is you, take heart. This handout is meant to un-stick you. Remember, don't get it perfect, get it going. To get to the top of the hill, you have to start climbing.

I. Which Type of Proposal Should I Do?

First, read this quick comparison about what each project option entails. At a practical, "this is how I want to spend my time" level, does one of these descriptions pop more than others? This can get you into an proposal group

- *Business Proposal* - This option requires reading industry reports and talking to local business owners to figure out costs and get specific on what you are trying to sell and what you'll have to do to sell it. You'll need to make sure all the numbers add up in your financials. You'll become an expert on the industry and product or service that forms the basis of your product.
- *Economic Development Proposal* - This option will involve diagnosing the causes of a local problem or issue, getting creative with a solution, and researching how other communities have solved this problem or achieved success or suffered failure and why. This option is for people who want to build a community endeavor.
- *Economic Policy Proposal* - This option requires searching for and reading newspaper articles and government reports and speaking with local elected officials and organizations working to address your issue of concern. You look at how other cities and counties have dealt with the same situation. You list the pros and cons and costs and benefits. You get to strategize how to get your policy past political obstacles so it can become law.

II. What Topic or Issue Should My Proposal Be About?

You ultimately need a hand hold, an angle, a spark to get started. These questions are meant to help you find that speck of dust to build your snowflake around.

1. *What do you want to know about economics?* - Look at the "field of economics" handout you filled out. Think what you're interested in doesn't relate to a strong, resilient local economy? Bet you're wrong. Bet you we can find a local connection that will let you explore your interest...

2. *What's the economic angle to your senior project?* - Is there a product, a development project, or a policy related to your senior project that could have an impact on our local economy?

3. *What are your career interests?* - Whatever you choose to do--education, engineering, sports--economics is a part of it. Embrace this. Use this project to scope out a potential business or how your potential career can improve the community.

4. *What issues do you feel strongly about?* - If you feel strongly about an issue, it's probably for a good reason. Addressing that issue will likely contribute to a strong, resilient local economy. Even if your issue is international, there will be a local connection. You can work on the issue locally, educate people about its impact, start a business related to that issue....the possibilities are endless.

5. *What are you good at? What do you want to get better at?* - These are important questions when choosing a topic. You can either play to your strength or take on a challenge that will help you grow as a person--which is the ultimate outcome for what this project is about.