

Your Step-By-Step Guide to Finding Your Most Marketable Skills & Building a Business around Them

1. What skills, talents, knowledge, or gifts do I have that I enjoy doing?

2. Of the skills listed above, which ones can I turn into a service that provides a benefit to someone else?

3. Of the services listed above which ones meet a need, solve a problem, eliminate a fear or fulfill a desire?

4. Specifically, who can I offer this service to and where can I find them?

5. List 3-5 competitors offering a similar service. (If you can't find any think twice!)

6. Now ask if the people described in number four are ABLE and WILLING to pay for your service.

7. Name 3-5 people you can have a conversation with about your service and whether they'd buy it.

8. Does your product/service meet a real need? Did you get evidence that people would pay what you plan to charge for it?

9. Pick at least two of the three suggested ways to obtain your first three paying clients and implement.

Now pat yourself on the back for a job well-done. You are on your way my friend! 😊