

IDENTIFYING YOUR MARKETABLE SKILLS

WHAT SHOULD YOU DO

Confused on what services or products to offer for your brand and business? Start by answering these four questions. Then finding the one thing that falls in all sections.

WHAT ARE YOU GOOD AT?

WHAT EXCITES YOU?

WHERE DO YOU HAVE OPPORTUNITY?

WHAT WILL/HAVE PEOPLE PAY YOU FOR?

WINNER

WHAT FALLS IN ALL FOUR CATEGORIES: