



From Discovery to Monetization

Use this step-by-step checklist to uncover your natural gifts, nurture them, and turn them into a source of sustainable income.

STEP 1: DISCOVER – UNCOVER YOUR UNIQUE TALENTS

- ☐ I've reflected on childhood passions and natural tendencies.
- ☐ I've journaled about moments when I felt most energized and in flow.
- ☐ I've asked friends or colleagues what they see as my strengths.
- ☐ I've completed at least one personality or strengths assessment.
- ☐ I've made a list of tasks or activities that feel easy and satisfying.

STEP 2: EMBRACE – COMMIT TO YOUR GIFTS

- ☐ I've scheduled time weekly to develop my talent (e.g., writing, designing).
- ☐ I've researched ways to improve or refine my abilities.
- ☐ I've found a mentor, coach, or community to support my growth.
- ☐ I've worked on overcoming imposter syndrome by acknowledging my worth.
- ☐ I've taken a class, course, or workshop to deepen my skills.

STEP 3: STRATEGIZE – MAP OUT MONETIZATION PATHS

- ☐ I've identified who would benefit from my talent (my ideal audience).
- ☐ I've brainstormed possible income streams that align with my talent.
- ☐ I've chosen a business model (service, product, digital content, etc.).

STEP 4: BUILD – TURN VISION INTO REALITY

- ☐ I've built a personal brand and/or portfolio online.
- ☐ I've created social media accounts and started posting consistently.
- ☐ I've written SEO-optimized content (blog posts, videos, etc.).
- ☐ I've collected testimonials, feedback, or social proof.

STEP 5: LAUNCH & ITERATE – GROW YOUR IMPACT

- ☐ I've launched a first offer (course, session, product, etc.).
- ☐ I've tracked metrics to see what works and what needs adjusting.
- ☐ I've implemented user feedback to improve my services/products.
- ☐ I've set financial goals and milestones for my growth.
- ☐ I've built routines to avoid burnout and stay aligned with my energy.

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