

A Bilingual's Business Clarity Worksheet

Your step-by-step companion to follow the
"A Bilingual's Business Starter – Plan First, Profit Later"
guide and plan your business with
purpose and clarity

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Exercise 1: Define your skills & services

What languages do I speak and my fluency level?

What skills do people ask me for help with?

(Include job experience, side hustles, volunteer work, hobbies)

What tasks do I find easy that others struggle with?

What kinds of problems can I solve using these skills?

Exercise 2: Validate your skills

Pick at least 3 of these methods to test demand and take notes.

1. Google Autocomplete / Related Searches

Findings:

2. Freelance Platforms (Upwork, Fiverr, etc.)

Findings:

3. Keyword Research Tools (Ubersuggest, Keyword Planner)

Findings:

4. AnswerThePublic / Reddit / Quora

Findings:

5. Competitor Check (Social proof, reviews, activity)

Findings:

Exercise 3: Create your dream client persona

Give them a name and build a short story including:

- **Age, location, family status**
- **Languages & cultural background**
- **Professional background & skills**
- **Values, motivations, pain points**
- **Goals & dreams**
- **Budget & online behavior**

Dream Client Persona (Name & Story):

 **Exercise 4: Turn your calling into a positioning statement. Use this structure:**

"I help [specific people] do/achieve [specific result or solution] by using [your unique method/skill], especially through [your bilingual edge]."

My Statement:

Exercise 5: Website & business goal alignment

1. Lead generation

What freebie or opt-in will I offer to build my list?

2. Early Monetization

Which affiliate programs or small offers can I include?

3. Get Found on Google

What keywords or topics will I target in my content strategy?

4.

5.

✨ Bonus: Clarity snapshot

Fill in this business foundation summary to guide your website planning.

- **My core offer:**
- **Who I help (dream client/s):**
- **My unique method / bilingual edge:**
- **Main website goal:**
- **Top 3 actions my website will support:**
 - **1.**
 - **2.**
 - **3.**