

From Skills to Business A Four Perspectives Framework Workbook

WELCOME

After 30 years in the corporate world, I walked away to build something of my own because I discovered that going from side hustler to full-time business owner isn't about hustling harder, it's about seeing your business from four perspectives at once: your Skills, your Assets, your Audience and your Authority. Most people only ever work on one of these at a time usually just the skill or the hustle and wonder why it never turns into a real, sustainable business.

This workbook is where it starts: discovering the skills you already have, and seeing the multiple income streams sitting inside them. Whether you're still in your 9-to-5 planning your exit, or already side-hustling and ready to go full-time, this is your starting point. Grab a pen. Be honest. Let's begin.



A Four Perspectives Framework Workbook

Every business, including the one you're about to build, needs all four of these working together:

SKILLS: What you can actually do well enough that someone would pay for it.

ASSETS: The digital products, courses, and systems you build so you're not just trading hours for money.

AUDIENCE: The people who are actually watching, listening and ready to say yes.

AUTHORITY: The reason people trust you enough to buy from you.

This workbook focuses on the first perspective, SKILLS because it's where every business, including mine, actually starts. Once you're clear on your skills, the other three perspectives become much easier to build.



A Four Perspectives Framework Workbook

A note on ASSETS, AUDIENCE and AUTHORITY:

When I got serious about building the Assets, Audience and Authority side of my own business, I used a system called The Digital Magnetic System (DMS), it's what taught me how the ONLINE BUSINESS WORLD actually works, end to end.

I'll point you to it later in this workbook when we get to turning your skills into income streams.



The Four Perspectives Framework

SECTION 1: DISCOVER YOUR SKILLS

Exercise 1:

Your Skills Inventory

List every skill you have i.e. professional, personal, even ones that feel "too obvious to count."

For each one, note where you already use it, and who might realistically pay for it.

Skill: _____

Where I use it now: _____

Who might pay me for this: _____



The Four Perspectives Framework

SECTION 1: DISCOVER YOUR SKILLS

Exercise 1:

Your Skills Inventory

Skill: _____

Where I use it now: _____

Who might pay me for this: _____

Skill: _____

Where I use it now: _____

Who might pay me for this: _____



The Four Perspectives Framework

SECTION 1: DISCOVER YOUR SKILLS

Exercise 1:

Your Skills Inventory

Skill: _____

Where I use it now: _____

Who might pay me for this: _____

Skill: _____

Where I use it now: _____

Who might pay me for this: _____



The Four Perspectives Framework

SECTION 1: DISCOVER YOUR SKILLS

Exercise 2:

Skills Hiding in Plain Sight

Corporate careers build skills people rarely credit themselves for.

Answer honestly:
What do colleagues or friends regularly ask you to help with?



The Four Perspectives Framework

SECTION 1: DISCOVER YOUR SKILLS

Exercise 2:

Skills Hiding in Plain Sight

Corporate careers build skills people rarely credit themselves for.

Answer honestly:
What have you gotten noticeably better at over the last 5 to 10 years?



The Four Perspectives Framework

SECTION 1: DISCOVER YOUR SKILLS

Exercise 2:

Skills Hiding in Plain Sight

Corporate careers build skills people rarely credit themselves for.

Answer honestly:

What would you do for free because you find it easy or enjoyable?



The Four Perspectives Framework

SECTION 1: DISCOVER YOUR SKILLS

Exercise 3:

Skills Hiding in Plain Sight

Corporate careers build skills people rarely credit themselves for.

Answer honestly:

What does a skill you're good at meet a problem people already pay to solve? Write down 2 to 3 overlaps below.



The Four Perspectives Framework

SECTION 2: FROM SKILL TO INCOME STREAM

A skill only becomes a business when it's turned into a repeatable income stream.

There are three main ways to package any skill:

Service (1:1): you trade time directly for money (consulting, freelancing, done-for-you work).

Digital Product: a template, guide, or tool people buy once and use themselves.

Group / Coaching: you teach the skill to many people at once, live or through a course.



The Four Perspectives Framework

SECTION 2: FROM SKILL TO INCOME STREAM

Exercise 4

Map your top skills to income streams

Take your top 3 skills from Section 1 and sketch how each could become an income stream.

Top Skill 1: _____

Service idea: _____

Digital Product idea: _____

Group/Coaching idea: _____



The Four Perspectives Framework

SECTION 2: FROM SKILL TO INCOME STREAM

Exercise 4

Map your top skills to income streams

Take your top 3 skills from Section 1 and sketch how each could become an income stream.

Top Skill 2: _____

Service idea: _____

Digital Product idea: _____

Group/Coaching idea: _____



The Four Perspectives Framework

SECTION 2: FROM SKILL TO INCOME STREAM

Exercise 4

Map your top skills to income streams

Take your top 3 skills from Section 1 and sketch how each could become an income stream.

Top Skill 3: _____

Service idea: _____

Digital Product idea: _____

Group/Coaching idea: _____



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SECTION 3: SIDE HUSTLE VS BUSINESS

A side hustle runs on your energy. A business runs on systems even a very small one. The shift happens the moment you start building things (assets) instead of only doing things (services).

Ask yourself:

If I stopped working for two weeks, would any income still come in?

Do I have anything i.e. a guide, a template, a course that sells without me being personally present?

Am I building an audience, or only ever chasing the next client?



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SECTION 3: SIDE HUSTLE VS BUSINESS

If the honest answer to most of these is "no" that's not a failure, it's just where the **Assets, Audience and Authority** perspectives come in next.

That's the exact gap that the **DIGITAL Magnetic System (DMS)** is built to close: it walks you through building the online business engine, the assets, audience and authority around whatever skill you bring to it.

See the link to the free guide here:

<https://www.cupidzwealth.com/dms-ready>



The Four Perspectives Framework

SECTION 4: YOUR FOUR PERSPECTIVES SELF-ASSESSMENT

Score yourself honestly from 1 (not started) to 10 (fully built) on each perspective.

Skills: The specific things I know how to do, well enough that someone would pay for it.

Score: ____

Assets: The digital products, courses, or systems I've built (or am building) that work without trading my time.

Score: ____

Audience: The people who are actually watching, listening, and ready to buy.

Score: ____

Authority: Why someone should trust me over anyone else talking about this.

Score: ____

Which score is lowest in your next proximity, not the one that feels most exciting.



The Four Perspectives Framework

SECTION 5: YOUR NEXT STEP

You don't need to fix all four perspectives this month. You need one clear action, repeated for four weeks.

Week 1: This week I will

_____ ☐ Done

Week 2: This week I will

_____ ☐ Done

Week 3: This week I will

_____ ☐ Done

Week 4: This week I will

_____ ☐ Done

Ready to go deeper?



The Four Perspectives Framework

SECTION 5: YOUR NEXT STEP

This workbook is Perspective 1 of 4.

If you're ready to build the Assets, Audience and the Authority side of your business, using the exact system I use then click on www.cupidzwealth.com/dms-ready to get the free guide.

Thank you for doing the work in this workbook. Discovering your skills is the first honest step toward building a real business, not just another side hustle.

I'll see you inside the Digital Magnetic System !!!



The Four Perspectives Framework

EXPLORING THE FOUR INCOME PERSPECTIVES

Each perspective serves a distinct purpose, from generating immediate cash flow to establishing a scalable income. By developing these different avenues, you not only create a robust financial foundation but also gain the flexibility and freedom to pursue your passions and interests while maintaining economic stability.

