

# YOUR HIDDEN LEVERAGE: 25 SKILLS YOU CAN MONETISE DIGITALLY

*A guide for experienced minds who don't want to start from scratch*

Let's challenge a common assumption from the outset. Starting a business online from scratch does not mean that you are starting from zero. You are actually starting from an accumulation of skills. The problem is - you've never translated those skills into digital formats.

Most experienced people underestimate what comes naturally to them because it feels like something they 'just do' or - they struggle to articulate what those skills are. This guide will help you identify where your leverage already exists — and how it converts online.

## STRATEGIC & ANALYTICAL STRENGTHS

- Decision-Making
- Critical Thinking
- Strategic Planning
- Research Skills
- Analytical Skills
- Systems & Process Thinking

## COMMUNICATION & TEACHING STRENGTHS

- Communication Skills
- Writing Skills
- Public Speaking
- Teaching & Training
- Listening Skills

## LEADERSHIP & INFLUENCE STRENGTHS

- Leadership
- Coaching & Mentoring
- Conflict Resolution
- Relationship Building
- Teamwork & Collaboration
- Negotiation
- Empathy

## OPERATIONAL & EXECUTION STRENGTHS

- Organisation & Time Management
- Project Management
- Initiative
- Adaptability

## CREATIVE & PERSONAL STRENGTHS

- Problem-Solving
- Creativity
- Resilience

## REFLECTION

**Circle the 3 skills that:**

- ✓ feel natural, not impressive
- ✓ people consistently thank you for
- ✓ you could talk about for hours without notes

Those three are likely where your leverage lives.

## NEXT STEP

If you want a structured way to move from “I have experience” to “this is my offer,”

**‘What You Can Actually Sell Online’** is a framework that walks you through that

decision step by step. Explore the full framework →→ [HERE](#) ←←