



THE 1-1-1 OFFER SYSTEM™

TURN EXISTING SKILLS
INTO INCOME-PRODUCING
ASSETS


A STRATEGIC FRAMEWORK
FOR WOMEN BUILDING WEALTH
THROUGH OWNERSHIP



FRAMEWORKS



TEMPLATES



WORKSHEETS



EXAMPLES

CLARIFY YOUR SKILL • CREATE YOUR OFFER • REACH YOUR AUDIENCE • BUILD YOUR ASSET

LETTER FROM

CETERIA

“ *You don’t need more ideas.
You need a system for turning
your expertise into income.* ”

Hello friend,

If you’re here, you’ve already taken an important first step. You recognized that the skills, experience, and knowledge you’ve built over the years have value beyond your job title.

The truth is, most women don’t struggle because they lack expertise. They struggle because they don’t know how to package what they already know into something people will pay for.

That’s exactly why I created the Skills to Income Roadmap and the 1-1-1 Offer System™ to work together.



The Skills to Income Roadmap helps you answer one important question:

What is the one skill with the highest potential to monetize?



This workbook helps you answer the next question:

How do I turn that skill into a clear, valuable offer?

Inside these pages, you’ll transform one skill into:



One audience
to serve



One problem
to solve



One offer
to sell



One asset that
creates income

- ✓ You do not need another certification.
- ✓ You do not need to have everything figured out.
- ✓ You simply need a clear system.

If you have not completed the Skills to Income Roadmap yet, start there first. Once you’ve identified your skill, come back to this workbook and work through each page in order.



Set aside 90 focused minutes.

By the end, you won’t just have clarity.
You’ll have something real.

An offer built around the expertise you’ve been developing for years.

Because ownership changes everything.

With purpose and gratitude,

Ceteria Golden ♥

OWNERSHIP CHANGES EVERYTHING.



THE 1-1-1 OFFER SYSTEM™

The 1-1-1 Offer System™

TURN EXISTING SKILLS
INTO INCOME-PRODUCING ASSETS



1

SKILL

Identify the valuable skill you already have.



1

OFFER

Package your skill into a clear, simple offer that solves a real problem.



1

AUDIENCE

Find the right people who need what you offer.



1

ASSET

Build an asset that delivers long-term value and works for you.



1

INCOME

Generate income while your asset works for you—on repeat.



THE 1-1-1 OFFER SYSTEM™

How The 1-1-1 Offer System Works.

A simple framework that turns your expertise into income — with clarity and confidence.



1 SKILL

The expertise you've already earned.



2 AUDIENCE

The specific person who needs your help.



3 OFFER

The solution you create.



4 ASSET

The vehicle that delivers the solution.



5 INCOME OPPORTUNITY

The result of bringing value to the right person.

When these five elements work together, expertise becomes income.

THE FORMULA IN ACTION



CORPORATE MANAGER

Leadership & Organization

- New Managers
- 90-Day Leadership Success Program
- Workshop + Companion Guide



FINANCIAL ANALYST

Financial Analysis & Reporting

- Small Business Owners
- Financial Clarity & Profit Planning
- Excel Template + Video Training



HR PROFESSIONAL

HR Systems & Compliance

- Small Business Employers
- HR Made Simple Toolkit
- Toolkit + Step-by-Step Guide



EXECUTIVE ASSISTANT

Time Management & Systems

- Busy Executives
- Executive Assistant Productivity System
- Planner + Workflow Templates



PROJECT MANAGER

Project Planning & Execution

- Small Teams
- Project Success Blueprint
- Checklist + Planning Framework



NURSE

Patient Education & Support

- New Nurses
- Confident Nurse Starter Kit
- Guide + Resource Templates



You don't need a complicated business.
You need this simple system — executed with clarity.



THE OWNERSHIP SHIFT

Move From Trading Time To Building Wealth.



EMPLOYEE

Trades time for money.



EXPERT

Builds skills and gains value.



OFFER CREATOR

Solves a problem for others.



ASSET BUILDER

Packages the offer into
lasting assets.



OWNER

Generates income and
creates freedom.



OWNERSHIP CHANGES EVERYTHING.

THE 90 MINUTE PLAN

Block 90 minutes to move your offer—and your life—forward.
Follow the system. Take action. Create momentum.



0-20
MINUTES
Clarify

1. CLARIFY YOUR OFFER

- ☐ Who do you serve?
- ☐ What transformation do you provide?
- ☐ What is the outcome of your offer?
- ☐ Write your 1-1-1 Offer in one clear sentence.



20-45
MINUTES
Build

2. BUILD YOUR OFFER FOUNDATION

- ☐ Define your one skill.
- ☐ Define your one offer.
- ☐ Define your one audience.
- ☐ Outline the steps or deliverables.
- ☐ Set your pricing range.



45-70
MINUTES
Share

3. PLAN YOUR LAUNCH

- ☐ Identify where your audience is.
- ☐ Write your offer headline.
- ☐ Write a short post or message about your offer.
- ☐ Plan one way to share it this week.



70-90
MINUTES
Grow

4. SET YOUR NEXT STEPS

- ☐ What is one action you will take today?
- ☐ What is one action you will take this week?
- ☐ What is one action you will take this month?
- ☐ Schedule your next 90-minute focus session.

NOTES & IDEAS

Today's Focus:

My Next 90 Minutes:



Small blocks of focused time create extraordinary results.
Use your 90 minutes. Change everything.



Skill Validation Audit™

Before you build an offer, you must validate the value of your skill.
This audit helps you uncover the proof, results, and impact your expertise creates.



WHY THIS MATTERS

You don't need more confidence. You need more *evidence*.
This page helps you recognize the real value already tied to your expertise.



1. WHAT RESULTS HAVE YOU CREATED USING THIS SKILL?

List specific results, wins, or outcomes.



2. WHAT PROOF DO YOU HAVE?

What evidence, feedback, or recognition supports your expertise?



3. WHAT PROBLEMS DOES THIS SKILL SOLVE?

Identify the key problems you help people or organizations solve.



4. WHAT OUTCOMES DOES THIS SKILL CREATE?

What transformation or improvement happens because of your work?



5. WHERE HAS THIS SKILL CREATED VALUE?

List environments, industries, or settings where you've used this skill.



6. WHAT WOULD HAPPEN IF THIS SKILL DISAPPEARED FROM YOUR ORGANIZATION?

Describe the impact, disruption, or gap that would be created.



INSIGHT

Your skill already creates value.

This audit helps you see it clearly, own it fully, and position it powerfully.



HIDDEN EXPERTISE AUDIT

Your most valuable skills might be the ones
you take for granted. *Let's uncover them.*

1 YOUR EXPERIENCE SNAPSHOT

List the roles, projects, or experiences you've had
(paid or unpaid).

2 UNEARTH YOUR HIDDEN EXPERTISE

Look at each category below. Write down what
you're good at or have proven experience in.



KNOWLEDGE & INSIGHT

What do you know deeply
that others don't?

- _____
- _____
- _____
- _____



PRACTICAL SKILLS

What can you do
exceptionally well?

- _____
- _____
- _____
- _____



PEOPLE & RELATIONSHIPS

How do you help, support,
or connect with others?

- _____
- _____
- _____
- _____



PROBLEM SOLVING

What problems do you
solve with ease?

- _____
- _____
- _____
- _____



RESULTS & IMPACT

What results have you
achieved or created?

- _____
- _____
- _____
- _____



PERSONAL EDGE

What makes your perspective,
approach, or story unique?

- _____
- _____
- _____
- _____

3 OTHERS SEE IT IN YOU

What do people often compliment, ask your help with,
or say you're "really good at"?



- _____
- _____
- _____

4 PATTERNS & THEMES

What themes or patterns stand out across your
answers? What keeps showing up?



- _____
- _____
- _____

5 YOUR TOP 3 HIDDEN EXPERTISE AREAS

Circle the 3 areas from above that feel most natural,
valuable, and in-demand.



1. _____
2. _____
3. _____



YOUR NEXT STEP

Choose one area and explore how it
can solve a real problem for your ideal
client. That's where your offer begins.



KEY TAKEAWAY

Your hidden expertise is already within you.
Clarity brings confidence. Confidence creates impact.

One insight I'm walking away with:



The 10-Year Advantage.™

YOUR EXPERIENCE IS YOUR EDGE.

Every experience you've had has shaped your expertise.
List every experience, role, project, or moment that contributed to the skill
you've chosen to build your offer around.



INSIGHT

Your past is not random. It's your advantage.
What feels normal to you is valuable to someone else.



1. WORK EXPERIENCE

Roles, positions, and responsibilities you've held.



2. LEADERSHIP EXPERIENCE

Times you led, managed, influenced, or guided others.



3. KEY PROJECTS

Projects, initiatives, or programs you contributed to.



4. EDUCATION & TRAINING

Degrees, certifications, courses, and training.



5. VOLUNTEER EXPERIENCE

Organizations, causes, and volunteer work.



6. LIFE EXPERIENCES

Life events, challenges, and lessons that shaped you.



7. SKILLS & STRENGTHS

Core skills, natural abilities, and personal strengths.



8. OTHER CONTRIBUTIONS

Anything else that adds to your expertise.



THE TRUTH

You have more value than you think.
Your job is not to become more — it's to remember, organize,
and leverage what you've already built.





SMARTLY
EMPOWERED™

1 SKILL

Skill Positioning Statement.™

CLARITY CREATES CONFIDENCE. CONFIDENCE CREATES VALUE.

A strong positioning statement clearly communicates the value of your skill,
the people you help, and the results you create.

Use the framework below to define and own your expertise.



MY SKILL IS:

What are you exceptionally good at?



IT HELPS PEOPLE:

Who do you help?
Be specific about the
people or organizations.



BY:

What do you do for them?
What is your process,
approach, or method?



RESULTING IN:

What results or outcomes
do you create?



WHAT MAKES ME DIFFERENT:

What unique experience,
perspective, or approach
sets you apart?



EXAMPLE

I help *busy professionals and small business owners* streamline their processes
by creating *simple systems and tools* so they can *save time, reduce stress,*
and *focus on what matters most.*



SKILL CONFIDENCE ASSESSMENT



Rate your confidence in owning and communicating your skill.
(1 = Low Confidence 5 = Very High Confidence)

1

2

3

4

5

What would increase
your confidence in
owning this skill?

♥ You already have the skill. Now it's time to own it. ♥

Audience Discovery Matrix.™

YOU CAN'T CREATE THE RIGHT OFFER FOR EVERYONE.
CLARITY ABOUT YOUR AUDIENCE CREATES POWER IN YOUR MESSAGE.

Explore three potential audiences for your skill.
The more specific you are, the easier it is to create an offer that connects, converts, and creates results.

	 POTENTIAL AUDIENCE #1	 POTENTIAL AUDIENCE #2	 POTENTIAL AUDIENCE #3
 WHAT DO THEY WANT? What are they trying to achieve or accomplish?			
 WHAT FRUSTRATES THEM? What is annoying, overwhelming, or causing stress?			
 WHAT KEEPS THEM STUCK? What obstacles, challenges, or limitations are holding them back?			
 WHAT OUTCOME DO THEY TRULY WANT? What would success look like for them?			



INSIGHT

The most successful offers are built for a specific person with a specific problem and a specific desired outcome.

Specificity is the path to profitability.



Audience Selection Scorecard™

THE RIGHT AUDIENCE MAKES EVERYTHING EASIER.

Many people choose an audience based on familiarity.

Instead, choose the audience with the strongest combination of demand, urgency, accessibility, and confidence.

This scorecard will help you identify which audience is most likely to become your first successful offer.



HOW TO SCORE

Rate each audience from 1–5

1 = Very Low 5 = Very High



AUDIENCE #1



AUDIENCE #2



AUDIENCE #3

EVALUATION CRITERIA



DEMAND

How common is this problem?
Do many people experience it?

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5



URGENCY

How badly do they want a solution?
Is this a problem they want solved now?

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5



ACCESSIBILITY

How easy is it for you to reach this audience?
Do you already know where they gather?

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5



EXPERIENCE

How much experience do you have helping this audience?

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5



CONFIDENCE

How confident are you in your ability to help them?

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5



ABILITY TO DELIVER RESULTS

Can you realistically help them achieve a meaningful outcome?

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5



WILLINGNESS TO PAY

Would they invest money to solve this problem?

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

TOTAL SCORE

AUDIENCE #1

AUDIENCE #2

AUDIENCE #3



THE WINNER

The audience with the highest score:



FINAL DECISION

Why is this audience your strongest opportunity right now?



INSIGHT

The best audience is not necessarily the largest audience.
The best audience is the one you understand deeply, can help confidently, and can reach consistently.





Problem Mining Workshop™

Most people start by asking:
"What should I sell?"

Successful offer creators ask:
*"What problem am I
uniquely qualified to solve?"*



People don't buy offers.
People buy solutions.
The clearer you are about
the problem, the easier it
becomes to create an offer
people want.



MY PRIMARY AUDIENCE



Focus only on your selected audience.
The strongest offers solve one meaningful
problem for one specific group of people.

THE PROBLEM DISCOVERY FORMULA™
Audience → Problem → Solution → Offer



PROBLEM BRAINSTORM™

Think about the audience you selected.
What challenges do they face every day? What keeps them stuck?
What do they complain about? What do they wish was easier?
What outcome are they trying to achieve?

List every problem you can think of.
Don't filter. Don't judge. Your goal is quantity first.
The strongest offers often emerge from patterns.

PROBLEM LIST (List up to 20)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____



PATTERN IDENTIFICATION™

◆ Which problems appeared repeatedly?

◆ Which problems seem most urgent?

◆ Which problems are you most qualified to solve?



THE TOP THREE™

Narrow your list to your three strongest opportunities.

1

PROBLEM #1

Why does this matter
to your audience?



2

PROBLEM #2

Why does this matter
to your audience?



3

PROBLEM #3

Why does this matter
to your audience?



FINAL DECISION™

◆ Which problem feels like the strongest opportunity right now?

◆ Why are you choosing this problem?



INSIGHT

Most people try to solve too many problems.
*The strongest offers solve one meaningful
problem exceptionally well.*



ONE AUDIENCE.
ONE PROBLEM.
ONE OFFER.

That's where clarity begins.



Outcome Mapping™

Define The Transformation You Create



People don't buy
what you do.

They buy the
transformation they
believe is possible.



PURPOSE

Map the journey your client takes from where they are now to the results they achieve with your offer.



1. CURRENT STATE

Where is your ideal client now?

What challenges, pain points or frustrations are they experiencing?



2. DESIRED STATE

Where do they want to go?

What do they hope to achieve or experience?



3. THE JOURNEY

What transformation happens along the way?

What shifts, changes or breakthroughs will they experience?



4. THE OUTCOME

What is the end result?

How will their life or business be better as a result of your offer?

THE TRANSFORMATION™

FROM THIS...



TO THIS...



THROUGH THIS...



TO THIS RESULT...



Your offer is the bridge between where they are now and the results they want most.
Keep the destination clear. Make the transformation irresistible.



EMOTIONAL OUTCOME

How will they feel after achieving this outcome?



PRACTICAL OUTCOME

What tangible results will they achieve?



LONG-TERM IMPACT

How will this transformation impact their future?



CLARITY CREATES CONFIDENCE.

The clearer you are on the outcome, the easier it is to attract, connect, and convert.



INSIGHT

Lead with the outcome.

Describe the destination.

Illuminate the transformation.

Deliver the result.



1
OFFER



Offer Builder™

Turn Your Expertise Into A Clear Offer



You have identified:

- ✓ Your Skill
 - ✓ Your Audience
 - ✓ Your Problem
 - ✓ Your Transformation
- Now it's time to build the offer.



1. WHO DO YOU HELP?

Describe your audience as specifically as possible.

- What makes this audience a strong fit for you?



2. WHAT PROBLEM DO YOU SOLVE?

What challenge, frustration, obstacle, or pain point are you helping them overcome?

- Why does this problem matter?



3. WHAT METHOD DO YOU USE?

How do you help solve this problem?
Think about your experience, framework, process, expertise, or approach.



4. WHAT OUTCOME DO YOU CREATE?

What result will your audience experience?

THE OFFER FORMULA™



I Help:

Solve:

By:

So They Can:



THE ONE SENTENCE OFFER™

"What exactly do you do?"



DELIVERY METHOD

How will your audience receive the solution?

- | | | |
|------------------------------------|-------------------------------------|--------------------------------------|
| ☐ PDF Guide | ☐ Assessment | ☐ Coaching |
| ☐ Workbook | ☐ Planner | ☐ Mini Course |
| ☐ Template | ☐ Playbook | ☐ Other |
| ☐ Toolkit | ☐ Workshop | |

- Why is this the best format?



FINAL OFFER DRAFT™

Offer Name _____

Audience _____

Problem _____

Outcome _____

Delivery Method _____

Price Idea _____



OFFER SIMPLICITY TEST™

Can someone immediately understand:

- ☐ Who it is for
- ☐ What problem it solves
- ☐ What outcome it creates
- ☐ Why it matters
- ☐ How it helps
- ☐ What they receive

If not, simplify it.



INSIGHT

Most people don't need a better idea.
They need a clearer offer.

The clearer the offer, the easier it becomes to explain, market, and sell.





Offer Differentiation™

What Makes Your Offer The Obvious Choice



You are not just
creating an offer.

You are creating
the right offer.



YOUR UNIQUE ANGLE

What is your unique perspective,
experience, or approach?



YOUR DIFFERENCE

How is your offer different from
other options?



YOUR IDEAL CLIENT FIT

Why are you the right person
to help this audience?

COMPETITOR COMPARISON

DIMENSION	YOUR OFFER	OTHER OPTION 1	OTHER OPTION 2
Focus			
Approach			
Experience			
Results			
Delivery			
Value			



KEY BENEFITS

What are the top benefits your
audience will receive?

1.

2.

3.

4.

5.



YOUR TRANSFORMATION

What transformation will your
audience experience?



YOUR POSITIONING STATEMENT

How do you want to be known
in this space?



YOUR VALUE STATEMENT

Why should someone choose your offer over any other option?



REMEMBER

People don't choose the best offer.
They choose the offer that feels like
the best fit for them.

Different is better than
better every time.



Offer Naming Workshop™

Give Your Offer A Name That Attracts & Sells



A great name gets attention.

A great name gets remembered.

A great name sells.



YOUR OFFER IN ONE LINE

Write your offer formula in one simple sentence.



THE CORE OF YOUR OFFER

What is the core transformation or promise of your offer?



THE FEELING YOU CREATE

What emotion or feeling does your offer create for your audience?

NAME IDEAS

Use the spaces below to brainstorm as many name ideas as possible.

1	_____	6	_____	11	_____
2	_____	7	_____	12	_____
3	_____	8	_____	13	_____
4	_____	9	_____	14	_____
5	_____	10	_____	15	_____



CLEAR

Is the name easy to understand?

☐ Yes ☐ No

Notes:



ATTRACTIVE

Does the name attract attention?

☐ Yes ☐ No

Notes:



MEMORABLE

Is the name easy to remember?

☐ Yes ☐ No

Notes:



SELLABLE

Does the name sell the outcome?

☐ Yes ☐ No

Notes:



TOP 3 FINALISTS

Choose your top 3 favorite names.

1

2

3



YOUR WINNER

The name you feel the most connected to and excited about.



WHY THIS NAME?

Why did you choose this name as your winner?



INSIGHT

The right name creates curiosity.
The right name builds trust.
The right name makes buying easy.



ASSET EXAMPLES

Assets are what create income and freedom.
Start with *one*. Grow to many.



DIGITAL PRODUCTS

Templates, guides, checklists,
courses, and resources.

Example:

A budgeting spreadsheet
template.



SERVICES

Your time, expertise,
and problem-solving.

Example:

Coaching, consulting,
or done-for-you support.



CONTENT & IP

Blogs, videos, podcasts,
newsletters, and frameworks.

Example:

A signature framework
or YouTube channel.



MEMBERSHIPS

Recurring access, community,
and ongoing value.

Example:

A private group with monthly
training and Q&A.



INVESTMENTS

Money working for you
over time.

Example:

Dividend stocks, real estate,
or index funds.



PHYSICAL PRODUCTS

Tangible goods that
solve a problem.

Example:

Branded merchandise
or product kits.



YOUR NEXT STEP

Choose one asset to start with.
Master it. Systemize it. Multiply it.

1
OFFER



Asset Builder™

Build An Asset That Educates, Attracts & Sells



Your asset is more than
information.

It is a bridge to
trust, authority,
and sales.



YOUR PURPOSE

Why are you creating
this asset?



YOUR AUDIENCE

Who is this asset
for specifically?



THE PROBLEM IT SOLVES

What specific problem
does this asset help solve?



YOUR ASSET IDEA

What will your asset be about?
Write your idea clearly.



ASSET FORMAT

Choose the best format for your asset.

- | | |
|-------------------------------------|---|
| ☐ PDF Guide | ☐ Mini Course |
| ☐ Workbook | ☐ Video Training |
| ☐ Template | ☐ Audio Training |
| ☐ Checklist | ☐ Case Study |
| ☐ Toolkit | ☐ Resource List |
| ☐ Swipe File | ☐ Other _____ |



Keep it simple.
Start with one format and do it well.

YOUR ASSET OUTLINE

1

INTRODUCTION

What will you
introduce them to?



MAIN CONTENT

What key points
will you teach?



ACTION STEPS

What actions will
they take?



OUTCOME

What result will
they achieve?

5

NEXT STEP

What should they do
after this asset?



ASSET CREATION PLAN

Plan your creation and launch.

Create Start Date: _____

Launch Date: _____

Time to Create: _____

Where You Will Create: _____

Support You Might Need: _____



SUCCESS METRIC

How will you measure the success of this asset?

I will consider this asset successful when:

Key Metric I Will Track: _____



A strong asset works for you 24/7.

- ✓ It builds trust.
- ✓ It attracts the right people.
- ✓ It creates leverage.
- ✓ It leads to sales.



1
OFFER



The First Asset Plan™

Create Your First Asset That Attracts & Sells



Your first asset doesn't
have to be perfect.

It just has to
create value.



YOUR PURPOSE

Why are you creating
this first asset?



YOUR AUDIENCE

Who is this asset
for specifically?



THE PROBLEM IT SOLVES

What specific problem
does this asset help solve?



YOUR FIRST ASSET IDEA

What will your first asset be about?
Write your idea clearly.



ASSET FORMAT

Choose the best format for your first asset.

- | | |
|-------------------------------------|---|
| ☐ PDF Guide | ☐ Mini Course |
| ☐ Workbook | ☐ Video Training |
| ☐ Template | ☐ Audio Training |
| ☐ Checklist | ☐ Case Study |
| ☐ Toolkit | ☐ Resource List |
| ☐ Swipe File | ☐ Other _____ |



Keep it simple.
Start with one format and do it well.

YOUR ASSET OUTLINE

1

INTRODUCTION

What will you
introduce them to?

2

MAIN CONTENT

What key points
will you teach?

3

ACTION STEPS

What actions will
they take?

4

OUTCOME

What result will
they achieve?



NEXT STEP

What should they do
after this asset?



YOUR CREATION PLAN

When will you create and launch this asset?

Create Start Date: _____

Launch Date: _____

Time to Create: _____

Where You Will Create: _____

Support You Might Need: _____



SUCCESS METRIC

How will you know this asset is successful?

I will consider this asset successful when:

Key Metric I Will Track: _____



Your first asset is the beginning of your asset empire.

It builds trust.
It attracts the right people.
It creates leverage that works for you.



1
OFFER

Offer Scoring Matrix™

Score Your Offer Ideas & Choose Your Winner



Not every good idea
is the right offer.

Score it.
Compare it.
Choose the winner.



YOUR OFFER
IDEAS

1

2

3

4

5



HOW TO SCORE

Score each offer idea from 1 to 5 for each category.

1 = Weak | 3 = Neutral | 5 = Strong

TOTAL POSSIBLE SCORE

40 (8 Categories × 5 Points)

SCORING CRITERIA	WHY IT MATTERS	IDEA 1 (1-5)	IDEA 2 (1-5)	IDEA 3 (1-5)	IDEA 4 (1-5)	IDEA 5 (1-5)
 AUDIENCE NEED How strong is the need for this offer?	Stronger need equals more demand.					
 PROBLEM SOLUTION How well does this solve a real problem?	Clear problems create motivated buyers.					
 TRANSFORMATION How valuable is the transformation?	Bigger transformation creates higher value.					
 UNIQUENESS How unique or different is this offer?	Unique offers stand out and attract attention.					
 FEASIBILITY How easy is it for you to create and deliver?	Easier to create means faster to market.					
 PROFIT POTENTIAL What is the potential to charge well?	Profit potential supports a sustainable business.					
 ALIGNMENT How aligned is this with your strengths and passions?	Alignment creates energy, confidence, and consistency.					
 MARKETABILITY How easy will this be to market and sell?	Easy to market equals faster traction.					
TOTAL SCORE		___ / 40	___ / 40	___ / 40	___ / 40	___ / 40



YOUR TOP SCORES

List your top 3 highest scores.

1

2

3



THE WINNER

Which offer idea is your winner?

FINAL SCORE: ___ / 40



WHY THIS ONE WON

Why did this offer idea score the highest?



INSIGHT

The best offer is not always the most exciting idea.
It is the idea with the biggest impact, the strongest demand,
and the highest potential to succeed.

Score it. Choose it. Build it.



THE 1-1-1 OFFER SYSTEM™

90-MINUTE LAUNCH CHECKLIST

You don't need months to launch.
Use this 90-minute sprint to go from ready to live.



SET A TIMER. STAY FOCUSED.
Work in the time blocks below.
Done is better than perfect.



**0-30 MIN
FOUNDATION**
Set it up.



**31-60 MIN
CREATE & PREPARE**
Bring it to life.



**61-90 MIN
LAUNCH**
Go live.

0-30 MIN | FOUNDATION Set it up.



1. CLARIFY YOUR OFFER

- ☐ Who is it for?
- ☐ What result do they get?
- ☐ How will you deliver it?
- ☐ Why is it valuable?



2. DEFINE YOUR AUDIENCE

- ☐ Who do you help?
- ☐ What do they struggle with?
- ☐ What do they want most?



3. CHOOSE YOUR FORMAT

- ☐ Session / Call
- ☐ Workshop / Training
- ☐ Digital Product
- ☐ Other: _____



4. SET YOUR PRICE

- ☐ Pick your price point.
- ☐ Confirm what's included.
- ☐ Decide on any bonuses.



5. SET UP THE BASICS

- ☐ Create payment method.
- ☐ Set up link or checkout.
- ☐ Write your terms (simple).

31-60 MIN | CREATE & PREPARE Bring it to life.



1. WRITE YOUR MESSAGE

- ☐ Headline (clear benefit).
- ☐ Who it's for.
- ☐ The transformation.
- ☐ What's included.
- ☐ Price + call to action.



2. CREATE YOUR PAGE / POST

- ☐ Landing page or sales page (or simple Notion/Doc).
- ☐ Social media post(s).
- ☐ Email announcement.
- ☐ FAQ or objections (top 3).



3. PREPARE YOUR EMAIL

- ☐ Subject line that gets opened.
- ☐ Share the problem.
- ☐ Introduce your offer.
- ☐ Call to action + link.



4. GATHER YOUR ASSETS

- ☐ Offer image or graphic.
- ☐ Screenshots or testimonials.
- ☐ Links and resources.
- ☐ Calendar link (if needed).



5. TEST EVERYTHING

- ☐ Click all links.
- ☐ Test checkout flow.
- ☐ Confirm emails / automations.

61-90 MIN | LAUNCH Go live.



1. ANNOUNCE IT

- ☐ Send your launch email.
- ☐ Post on social media.
- ☐ Share in relevant groups.
- ☐ DM your ideal clients.



2. ENGAGE & RESPOND

- ☐ Reply to comments.
- ☐ Answer questions.
- ☐ Encourage shares.
- ☐ Start conversations.



3. HOST OR DELIVER

- ☐ Run your session / workshop or deliver your product.
- ☐ Provide an amazing experience.



4. FOLLOW UP

- ☐ Thank attendees.
- ☐ Invite feedback.
- ☐ Send replays/recaps.
- ☐ Offer next step.



5. TRACK & REFINE

- ☐ Track sign-ups / sales.
- ☐ Note what worked.
- ☐ Plan your next step.



YOUR 90-MINUTE COMMITMENT

I commit to showing up, taking action,
and sharing my offer with the world.

I will start at: _____

I will finish by: _____



NOTES



ACTION CREATES MOMENTUM.
Momentum creates results.



DON'T OVERTHINK IT.
90 minutes can change everything.



Your New Chapter Starts Now.

You now have the framework, the system, and the mindset
to turn your knowledge into wealth and your purpose
into a legacy.

*The freedom you've been dreaming of is
already within your reach. ♥*

REMEMBER:



ONE SKILL
is your
starting point.



ONE OFFER
is your solution
to a real problem.



ONE AUDIENCE
is your opportunity
to make an impact.



ONE ASSET
builds wealth
while you sleep.



INFINITE INCOME
is the result of
ownership.

You are becoming...

- ✓ A confident leader
- ✓ A strategic business owner
- ✓ A creator of freedom and choice
- ✓ A woman who owns her wealth and her future

YOUR FUTURE IS
in your hands.

Keep building.
Keep growing.
Keep rising.
The world needs what
only you can offer.

You didn't just learn a system.
YOU CLAIMED YOUR FREEDOM.



ONE SKILL. ONE OFFER. ONE AUDIENCE. ONE ASSET. INFINITE INCOME POTENTIAL.



A FINAL NOTE FROM CETERIA



Hello friend, 

I'm so proud of you for showing up for yourself and your future.

You now have a proven system to turn your skills into a powerful offer, reach the people who need it most, and create income that gives you freedom.

You don't have to figure it all out alone. Take it one step at a time, trust the process, and remember—your offer has the power to change lives, starting with your own.

Keep going. Keep creating. The world is waiting for what only you can offer.

★ THE 1-1-1 FORMULA ★

1



ONE SKILL

Your unique solution
to a real problem.

This is your power.

1



ONE IDEAL AUDIENCE

The people who need
you most.

This is your purpose.

1



ONE SCALABLE OFFER

The transformation you deliver
in a way that's simple,
repeatable, and impactful.

This is your freedom.

Thank you for allowing me to be part of your journey.
I can't wait to see the impact you make.

With purpose and gratitude,

Ceteria 

FOUNDER, SMARTLY EMPOWERED™

LET'S STAY CONNECTED



EMAIL

support@smartlyempowered.com



TIK TOK

@smartlyempowered



SUBSTACK

@theglowladder

