

SMARTLY EMPOWERED ACADEMY



SKILLS TO INCOME

ROADMAP

Discover the Professional Skill
You Can Turn Into Online Income



Turn What You Know Into Something You Own.

Ceteria Golden



A MESSAGE FROM CETERIA



YOUR EXPERIENCE IS *Enough.*



You've spent years learning, solving problems, helping people, making decisions, and getting things done.

And somewhere inside all of that experience is a skill you may have never thought of as valuable—because to you, it's simply what you do.

This roadmap was created to help you find it.

Together, we're going to look beyond your job title and uncover the work you've learned to do well.

By the end, my goal is for you to confidently identify:



ONE PROFESSIONAL SKILL
you can explore turning into income.



You don't need ten business ideas.



You don't need to reinvent yourself.



And you don't need to know your skill before you begin.

Your experience has already given you the clues.

Whether you eventually want a small side business, additional income, or something much bigger, you can start with what you already know.



*You are not starting from zero.
You are starting from experience.
And that is more valuable than you may realize.*

*Let's find your skill. ♥
Ceteria ♥*



YOUR NEXT STEP →

Turn the page and start by remembering the work you've already done.



STEP 1

YOUR CAREER TASK INVENTORY

**DON'T START BY FINDING A SKILL.
START BY REMEMBERING THE WORK. ♥**

Think about your current role and past positions.
List the tasks and activities you do—or have done—regularly.
Every task holds a clue to a skill.



WHAT COUNTS AS A TASK?

Big tasks. Small tasks. Daily tasks.
Creative tasks. Analytical tasks.
Repetitive tasks. One-time tasks.
If you did it, it counts.

*If you did it,
write it down.*
♥

THINK THROUGH YOUR WORK FROM EVERY ANGLE.



PLAN & ORGANIZE

What do you plan, schedule, coordinate, or organize?



CREATE & PREPARE

What do you create, design, prepare, or develop?



MANAGE & OVERSEE

What do you manage, track, monitor, or oversee?



ANALYZE & SOLVE

What problems do you analyze, solve, or improve?



COMMUNICATE & TEACH

What do you explain, present, instruct, or teach?



SUPPORT & SERVE

Who do you support, help, advise, or serve?



DECIDE & INFLUENCE

What decisions do you make or influence?

LIST YOUR TASKS AND ACTIVITIES

List as many as you can. Include big tasks and small tasks.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____
- 14 _____
- 15 _____
- 16 _____



DON'T LEAVE OUT THE SMALL STUFF.

Scheduling meetings, fixing spreadsheets, writing emails, preparing reports, reminding people, resolving complaints, training new employees, proofreading documents, organizing information, following up with vendors—all of it counts.

*The small stuff
often has big value.*
♥





STEP 2

Your Work TELLS A STORY

A TASK IS WHAT YOU DO.

A SKILL IS WHAT YOU KNOW HOW TO DO

THAT MAKES THE TASK POSSIBLE. ♥

Look at the tasks you wrote on the last page.

Each one is showing something you've learned, practiced,
and gotten good at.

Now we'll translate your tasks into possible skills.

EXAMPLE



TASK:

Created monthly reports



POSSIBLE SKILL:

Data Analysis



WHY:

You review information, identify
patterns, and turn data into
useful insights.

Your turn!



TRANSLATE YOUR TASKS INTO POSSIBLE SKILLS

Choose 8–12 tasks from the list on the previous page.

Write the task, the possible skill behind it, and why that skill matters.

	 TASK What did you do?	 POSSIBLE SKILL What skill did you use?	 WHY IT MATTERS How did this skill create value or make an impact?
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			



NEED HELP NAMING THE SKILL?

Use the Skill Reference Guide on the next page
to help you identify the skills behind your tasks.

*There's no perfect answer.
Just your best thinking.*



STEP 2 TOOL

SKILL REFERENCE

Guide ♥

Not every skill has the word “skill” in the name.

Use this guide to help you identify the skills behind your tasks.



HOW TO USE THIS GUIDE

- ✓ Look at the task you wrote.
- ✓ Find the skill (or skills) that match what you did.
- ✓ A task may involve more than one skill.

Choose the skill that added the most value.



COMMON PROFESSIONAL SKILLS



COMMUNICATION

Writing
Editing
Presenting
Public Speaking
Active Listening



ORGANIZATION

Planning
Scheduling
Prioritizing
Project Management
Time Management



ANALYTICAL

Research
Data Analysis
Problem Solving
Critical Thinking
Decision Making



INTERPERSONAL

Teamwork
Relationship Building
Customer Service
Conflict Resolution
Empathy



TECHNICAL

Software Use
Data Entry
Troubleshooting
Systems Knowledge
Digital Tools



CREATIVE

Design
Content Creation
Writing
Innovation
Idea Development



FINANCIAL

Budgeting
Forecasting
Financial Analysis
Accounting
Cost Control



OPERATIONS

Process Improvement
Workflow Management
Quality Assurance
Systems Implementation
Policy Development



LEADERSHIP

Coaching
Delegating
Mentoring
Motivating
Strategic Thinking



TEACHING / TRAINING

Teaching
Training
Developing Others
Curriculum Creation
Instruction



DON'T OVERTHINK IT.

If you can't find the perfect match, choose the skill that best describes the capability you used to complete the task.

You can always refine it later.

EXAMPLE

Task: Organized training sessions for new employees

Possible Skills: Training, Organization,
Project Management

Best Fit: Training (you delivered knowledge and developed others)





SKILL TRANSLATOR

Everyday Tasks. Real Skills. Real Value. ♥

You may not recognize your strongest skills because you use them every day. The work you do is more valuable—and more marketable—than you think.

Use this page to connect your everyday tasks to the skills your ideal clients need and will pay for.

Check the tasks you regularly do, then review the skills it shows you have.



 THE TASKS I REGULARLY DO (Check all that apply)	→	THE SKILLS IT SHOWS I HAVE (These are the skills you can leverage)
☐ Create reports, presentations, or documents	→	Communication, Research, Reporting, Analytical Thinking
☐ Organize information, files, or data	→	Organization, Systems Thinking, Attention to Detail
☐ Manage schedules, calendars, or appointments	→	Time Management, Coordination, Prioritization
☐ Handle emails, follow-ups, or client communication	→	Professional Communication, Customer Service, Relationship Management
☐ Train, teach, or explain something to others	→	Teaching, Training, Coaching, Knowledge Transfer
☐ Solve problems or figure things out	→	Problem Solving, Critical Thinking, Decision Making
☐ Improve a process, system, or workflow	→	Process Improvement, Efficiency, Innovation
☐ Manage projects or tasks from start to finish	→	Project Management, Planning, Execution
☐ Analyze data, review numbers, or find trends	→	Data Analysis, Interpretation, Strategic Thinking
☐ Negotiate, influence, or resolve issues	→	Negotiation, Conflict Resolution, Persuasion
☐ Create content (written, digital, visual)	→	Content Creation, Writing, Design, Storytelling
☐ Manage people, teams, or delegate work	→	Leadership, Team Management, Delegation
☐ Support customers, clients, or internal teams	→	Customer Service, Empathy, Problem Resolution
☐ Plan events, meetings, or initiatives	→	Event Planning, Logistics, Coordination
☐ Handle budgets, expense, or financial tracking	→	Budgeting, Financial Management, Accuracy



NOTICE WHAT JUST HAPPENED?

You may have checked:

"I train new employees."

↓
That's the **TASK**.

But the expertise underneath it could be:

Training • Teaching • Communication • Curriculum Development

- ♥ The task describes what you do.
- ♥ The skill describes what you know how to do.
- ♥ And the skill is what travels with you.



YOUR SKILL CLUES

Which skills appeared more than once?

1. _____
2. _____
3. _____



Which one made you think, "I never realized that was actually a skill"?



EXAMPLE TRANSLATION

TASK:

Create reports and presentations



SKILLS IT PROVES:

Communication,
Research,
Analytical Thinking



YOUR TURN

Check the tasks that you do regularly.

These are the building blocks of your best skill.

You are more skilled than you give yourself credit for.



YOUR JOB TITLE BELONGS TO YOUR EMPLOYER.



YOUR EXPERTISE BELONGS TO

You.





STEP 3

LOOK CLOSER AT YOUR EXPERIENCE

The clues are in the work you've already done. ♥

Before you narrow your list, look for the patterns hiding inside your career.

Don't think about job titles. Think about what happened because **you were good at your work.**

Some of your strongest skills may be things you've done so often that you no longer recognize them as expertise.



UNPACK YOUR EXPERIENCE

Answer these questions using the tasks and skills you identified on the previous page.

- 1** What tasks have followed you from job to job?
What have you been responsible for in more than one role?

- 2** What do coworkers, managers, clients, or customers consistently come to you for help with?

- 3** What problems are you usually the person who knows how to solve?

- 4** What have you been trusted to handle without much supervision?

- 5** What have you taught, explained, trained someone on, or helped another person understand?

- 6** What have you improved, organized, fixed, created, simplified, or made more efficient?

- 7** Where have you produced a result?
Think about times you helped:
Save time • Make money • Reduce costs • Improve a process • Solve a problem
Organize chaos • Train people • Increase performance • Prevent mistakes
Improve a customer experience

- 8** What do you know how to do now that took you years of experience to learn?



Be honest with yourself.

You're not looking for what sounds impressive.
You're looking for what your experience proves.



NOW LOOK FOR THE PATTERN

Go back through your answers.
Circle or highlight anything that appeared more than once.

Then ask yourself:

What am I repeatedly being trusted to DO?



THE 3 SKILLS MY EXPERIENCE KEEPS POINTING TO

#	SKILL	WHAT IN MY EXPERIENCE PROVES IT?
1		
2		
3		



DON'T CHOOSE THE MONEY-MAKER YET.

At this stage, you're not deciding which skill will become your business.

You're identifying the three skills with the strongest evidence behind them.

Your experience gives us the clues.

Next, we'll determine which one has the strongest potential to become income.



STEP 3 (CONTINUED)

YOU'VE GOT SKILLS. LET'S NAME THEM. ♥

The tasks on the previous page are clues.
The skills below are what make you valuable.
Use the list below to name the skills you see in
your work—and what each skill actually means.



YOUR EXPERIENCE HAS VALUE.
You may have more skills than you realize.
Give yourself credit.



MULTIPLE SKILLS. ONE YOU.

You don't need to be an expert in everything.
You just need one strong skill
you can leverage for income.

You're closer than you think.

SKILL	WHAT IT MEANS	HOW I USE IT (EXAMPLES)
1. →		
2. →		
3. →		
4. →		
5. →		
6. →		
7. →		
8. →		
9. →		
10. →		
11. →		
12. →		
13. →		
14. →		
15. →		



REFLECT

Look over your list
and think about it.

- Which skills show up more than once?
- Which skills come naturally to you?
- Which skills do people consistently rely on you for?



NARROW IT DOWN

Which 3–5 skills stand out
as your strongest?

1. _____
2. _____
3. _____
4. _____
5. _____



YOUR NEXT STEP

On the next page, you'll
prioritize your top skills
to find the one with the
strongest potential
to become income.

Let's keep going!
♥

STEP 3

FOLLOW THE *Pattern* ♥

Patterns reveal your strongest skills.

Look at the skills you identified on the last page.
Which ones show up over and over again?
Which ones have created results, earned trust,
and made you the go-to person?



LOOK FOR PATTERNS.

- ✓ Skills you've used in multiple roles
- ✓ Skills people ask you for help with
- ✓ Skills that have created results
- ✓ Skills you can teach, explain, or demonstrate

*Evidence today.
Opportunity tomorrow.*
♥

RATE YOUR SKILLS BASED ON THE EVIDENCE YOU HAVE.

SKILL List the skills you identified on the previous page.	 USED IN MORE THAN ONE ROLE This skill has followed me across jobs.	 PEOPLE ASK ME FOR HELP Others come to me because of this skill.	 I'VE PRODUCED RESULTS This skill has helped create real outcomes.	 I CAN GIVE EXAMPLES I can point to specific proof of this skill.	TOTAL SCORE (0-4)
1	☐	☐	☐	☐	/ 4
2	☐	☐	☐	☐	/ 4
3	☐	☐	☐	☐	/ 4
4	☐	☐	☐	☐	/ 4
5	☐	☐	☐	☐	/ 4
6	☐	☐	☐	☐	/ 4
7	☐	☐	☐	☐	/ 4
8	☐	☐	☐	☐	/ 4



REFLECTION QUESTIONS

- Which skills earned the most checkmarks?
- Which skills show up in the most areas?
- Which skills have the strongest evidence behind them?



MY 5 STRONGEST CAREER SKILLS

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Focus on the skills with the strongest evidence.



STEP 4

NARROW IT TO *Your Top 3* ♥

Now let's focus on the skills with the **strongest evidence**. From your Top 5, choose the 3 skills that stand out the most.

These are the skills we'll explore for income potential.

We're looking for the skills you can build on.



HOW TO USE THIS PAGE

- ✓ Use your Top 5 skills from the last page.
- ✓ Score each skill from 1 (low) to 5 (high) for each criteria.
- ✓ Focus on evidence, not just potential.
- ✓ Be honest and specific.

Clarity creates direction.



RATE YOUR TOP 3 SKILLS

SKILL Write your Top 3 skills from the last page.	EXPERIENCE Have I used this skill repeatedly?	RESULTS Have I produced meaningful results with this skill?	CREDIBILITY Could I explain why someone should trust me with this skill?	CONFIDENCE Could I teach, explain, demonstrate, or use this skill for someone else?	ALIGNMENT Would I be willing to use this skill repeatedly and consistently?	TOTAL SCORE (0-25)
1	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	/ 25
2	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	/ 25
3	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	/ 25



REFLECTION CHECK

Look at your scores.

- Which skill scored highest overall?
- Which skill has the strongest evidence behind it?
- Which skill would you enjoy building on?
- Which skill could you see yourself teaching, explaining, or offering solutions with?

*The goal is not perfection.
The goal is progress.*



MY TOP 3 SKILLS TO EXPLORE

Write the 3 skills with the highest total scores.

1

2

3



REMEMBER:

These are your strongest skills based on the evidence you have from your career. We'll now explore whether they have strong income potential.



STEP 5

EVALUATE THE INCOME POTENTIAL *of Your Top 3* ♥

Not all skills have the same income potential.

Let's evaluate your Top 3 based on:



MARKET
DEMAND



WILLINGNESS
TO PAY



COMPETITION
LEVEL



YOUR ABILITY
TO DELIVER



INCOME
POTENTIAL

Score each skill from 1 (low) to 5 (high) for each factor.

The higher the total, the higher the potential.



HOW TO USE THIS PAGE

- ✓ Be honest with your scoring.
- ✓ Think like a business owner, not an employee.
- ✓ Focus on skills that solve problems people care about.
- ✓ High demand + willingness to pay + your unique ability = income potential.

*Smart evaluation
leads to smart income.*



MY TOP 3 SKILLS Write your skills from the last page.	 MARKET DEMAND How many people need this skill or this solution?	 WILLINGNESS TO PAY Would people pay for help with this skill?	 COMPETITION LEVEL How crowded is the market for this skill?	 YOUR ABILITY TO DELIVER How confident are you in delivering this skill?	 INCOME POTENTIAL Overall earning potential for this skill.	TOTAL SCORE (0-25)
1 _____	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	/ 25
2 _____	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	/ 25
3 _____	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	/ 25



REFLECTION QUESTIONS

- Which skill scored the highest overall?
- Why did that skill score the highest?
- Which skill surprised you?
- What makes the top-scoring skill a strong income opportunity?

*Clarity comes from asking
the right questions.*



YOUR TOP INCOME SKILL

The skill with the highest score is your strongest income opportunity.



MY TOP INCOME SKILL IS:

TOTAL SCORE: ____ / 25



TIP: If two skills have similar scores, choose the one you enjoy most and feel most confident delivering.





STEP 6

DEFINE YOUR SKILL INCOME OPPORTUNITY

Turn your skill into a real opportunity. ♡

Now that you've chosen your winning skill, let's explore how it can solve a real problem for the right person in a way that creates value.

The clearer you are here, the easier it will be to turn your skill into income.



1. THE PERSON YOU CAN HELP

Who is the ideal person or audience you can help with your skill?



2. THE PROBLEM YOU CAN SOLVE

What specific problem, frustration, or challenge does this person have?



3. THE TRANSFORMATION YOU CREATE

What result or transformation will they experience because of your help?



4. WHY YOUR SKILL IS THE SOLUTION

Why are you uniquely qualified to help them get this result?



5. HOW IT CAN CREATE INCOME

How could you package your skill to deliver this result?
(Examples: coaching, course, templates, consulting, done-for-you service, digital product, etc.)



YOU'RE NOT JUST IDENTIFYING A SKILL ANYMORE.

You're identifying how your skill can solve a real problem, create a real result, and become a real source of income.

This is where your opportunity begins.



THE GOAL:

Connect your skill to a real need and a valuable result.



WHEN YOU GET CLEAR ON THESE FIVE THINGS,

you go from
"I have a skill"
to
"I have an opportunity."

EXAMPLE

SKILL:

Project Management



PERSON:

Busy entrepreneurs
or small business owners



PROBLEM:

Overwhelmed and behind
on important projects



TRANSFORMATION:

On track, organized,
and meeting deadlines
with confidence



INCOME IDEA:

Project management
packages, templates,
or done-for-you services





STEP 7

TEST YOUR Winning Skill

VALIDATE THE POTENTIAL BEFORE YOU BUILD.

Before you invest more time, let's make sure your skill has real potential.

Answer these questions honestly based on what you know right now.



RATE YOUR SKILL OPPORTUNITY

Score each area from 1 (low) to 5 (high).



DEMAND

Do I believe people have this problem and are looking for a solution?

1	2	3	4	5
☐	☐	☐	☐	☐

WHY?



VALUE

Will solving this problem create real value or transformation for them?

1	2	3	4	5
☐	☐	☐	☐	☐

WHY?



FIT

Do I enjoy this work, and does it align with who I am and how I want to work?

1	2	3	4	5
☐	☐	☐	☐	☐

WHY?



DIFFERENTIATION

Can I bring a unique approach, experience, or perspective that sets me apart?

1	2	3	4	5
☐	☐	☐	☐	☐

WHY?



WHAT'S YOUR SCORE TELLING YOU?

Add your scores. What strengths stand out?
What areas might need more research?

TOTAL SCORE: _____ / 20

*You don't need everything
to be perfect.*




You just need enough potential to take your next step with confidence.

Trust the score. Then decide.





STEP 8

MAKE YOUR *Winning Skill* ♥ REAL



You've identified your winning skill and explored the opportunity ahead.

Now it's time to turn that clarity into a real plan.

The Corporate to Owner Accelerator will show you how to build a profitable business around your skill without quitting your career.



MY WINNING PROFESSIONAL SKILL IS:



BY THE END OF THE ACCELERATOR, YOU WILL:



POSITION YOUR SKILL

So people understand the value and trust your expertise.



FIND YOUR IDEAL PEOPLE

And become their go-to solution.



CREATE AN OFFER

That solves a real problem and gets paid for.



BUILD A SIMPLE SYSTEM

That brings in income consistently—on your schedule.



GROW WITH CONFIDENCE

So you can build a business as small or as big as you want.



Next Step:

THE CORPORATE TO OWNER ACCELERATOR

Build a profitable business around your skill—without quitting your career.



Step-by-step training and proven framework



Designed for corporate women



Build your business in 10 hours a week or less



This is where your business begins.





A MESSAGE FROM CETERIA



MY FINAL MESSAGE

You Did It! ♥

First, let me say—**CONGRATULATIONS!**

You just took a powerful step toward building the life and freedom you deserve. By completing the Skill to Income Roadmap, you've proven something important:

**You have valuable skills. You have real experience.
You have what it takes.**

You don't need to be an expert in business. You don't need more ideas. You just needed the right process to see what's already inside of you—and you did the work.

Now, let's take the next step—together.



YOUR NEXT STEP: CORPORATE TO OWNER ACCELERATOR

The Roadmap helped you discover your income skill.
The Accelerator will help you build your business.

WHY I CREATED THE ACCELERATOR

I know what it's like to have experience, skills, and ambition—but no clear path to turn it into real income or freedom.

I built the Accelerator to bridge that gap.

It's the exact system I wish I had when I was working long hours in corporate, trying to build something on the side. It's designed for women like you who are ready to create options, not just hope for them.

WHY IT'S THE CRITICAL NEXT STEP

The Accelerator gives you the strategy, structure, and support to:



CREATE LEVERAGE

Build smart systems that save you time and multiply your results.



BUILD WITH CLARITY

Go from skill to offer to business with a proven, simple framework.



SCALE YOUR IMPACT

Reach more people, help more clients, and create more income.



IN JUST 5–10 HOURS A WEEK

Designed for your life—so you can keep your career and build your business at the same time.



★ **You're not just building a side hustle.**

You're building an asset.

You're building your future.

I believe in you, and I'm here to help you every step of the way.

Let's build your freedom—one skill at a time.



READY TO TAKE THE NEXT STEP?

Join the Corporate to Owner Accelerator and turn your skill into a scalable, profitable side business—in 5–10 hours per week or less.

YES, LET'S BUILD MY FREEDOM



*You've done the hard part—discovering your skill.
Now let's build the business that sets you free. ♥*

Ceteria ♥

