



VALIDATE YOUR SKILL™

Know if your skill has real income potential before you build an offer.

WORKBOOK



1. FIND YOUR SKILL

Skills to Income
Roadmap



2. VALIDATE YOUR SKILL

Validate Your Skill™



3. BUILD YOUR OFFER

1-1-1 Offer
System™



FIND YOUR SKILL. VALIDATE DEMAND. BUILD YOUR OFFER.

WELCOME



Before You Build An Offer, Validate The Opportunity

The Skills to Income Roadmap helped you identify your most valuable skill.

Now it's time to answer the next question:
Is this skill worth building around?

Most people skip validation and immediately create an offer.

They spend weeks building something before confirming whether people actually want it.

This workbook helps you avoid that mistake.

Over the next few pages, you'll learn how to evaluate demand, understand your audience, and identify whether your skill has real income potential.



If you have not completed the **Skills to Income Roadmap** yet, pause here and complete it first. Then return once you've identified the one skill you want to explore further.

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By the end of this workbook, you'll know whether you're ready for the **1-1-1 Offer System™**.

YOUR PATH TO INCOME AND IMPACT



1. FIND YOUR SKILL

Skills to Income
Roadmap



2. VALIDATE YOUR SKILL

Validate Your Skill™



3. BUILD YOUR OFFER

1-1-1 Offer System™



THE FIVE DEMAND SIGNALS™

A framework to evaluate if your skill has real income potential.

A skill becomes income when there is demand for the solution it provides.
Use these five signals to determine if your skill is worth building around.



1

SEARCH DEMAND

People are actively searching online for help, information, or solutions related to your skill.

Your Notes

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2

PROBLEM URGENCY

The problem your skill solves impacts time, money, confidence, health, relationships, or stress.

Your Notes

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3

EXISTING BUYERS

People are already spending money to solve this problem in some way.

Your Notes

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4

EXPERIENCE ADVANTAGE

You have relevant experience, skills, or insights that position you to help others.

Your Notes

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5

AUDIENCE ACCESS

You can identify where your ideal audience spends time and how to reach them.

Your Notes

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Clarity
creates
confidence.
Validation
creates
momentum.



How It Works

When your skill checks strong in all five signals, you have a solid foundation to build an income-producing offer.

You don't need perfection. You need enough demand to move forward with confidence.



IMPORTANT:

You are not judging your skill yet. You are simply gathering information.
Answer honestly. This will save you time, energy, and frustration later.

DEMAND SIGNAL AUDIT™

Rate each signal based on your skill and market.

Use the scale below to evaluate how strong each signal is for the skill you identified in the **Skills to Income Roadmap**.

1 VERY WEAK Little to no evidence	2 WEAK Some evidence, but limited	3 MODERATE Some good evidence	4 STRONG Good evidence of demand	5 VERY STRONG Clear, consistent evidence
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DEMAND SIGNAL	YOUR RATING (1-5)	WHY? (NOTES & EVIDENCE)
 1. SEARCH DEMAND People are actively searching online for help, information, or solutions related to your skill.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5	
 2. PROBLEM URGENCY The problem your skill solves impacts time, money, confidence, health, relationships, or stress.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5	
 3. EXISTING BUYERS People are already spending money to solve this problem in some way.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5	
 4. EXPERIENCE ADVANTAGE You have relevant experience, skills, or insights that position you to help others.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5	
 5. AUDIENCE ACCESS You can identify where your ideal audience spends time and how to reach them.	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5	
TOTAL SCORE (Add your ratings above)	/ 25	Your overall validation score

UNDERSTAND YOUR SCORE



21-25

STRONG OPPORTUNITY

Your skill shows strong income potential. You're ready to move forward.



16-20

EXPLORE FURTHER

There is potential, but gather more evidence in the weaker areas.



15 OR BELOW

RECONSIDER OR REFINES

Demand is not strong enough yet. Revisit your skill or narrow your focus.



REFLECTION

What surprised you about your results?
Which signals are your strongest?
Which signals need more validation?



TIP

Focus first on strengthening your weak signals. Small steps today create big clarity and confidence tomorrow.

“
Validate
first so you
can build
with clarity
and deliver
with
confidence.”

PROBLEM DISCOVERY WORKSHOP™

The better you understand the problem, the more valuable your solution will be.

Use the prompts below to uncover the real problems your skill can solve and how they impact your ideal audience.

1



WHAT PROBLEMS DOES THIS SKILL SOLVE?

List as many problems as you can think of.

2



WHAT FRUSTRATIONS KEEP SHOWING UP?

What pain points, challenges, or roadblocks does your audience experience most often?

3



WHAT HAPPENS IF THIS PROBLEM REMAINS UNSOLVED?

What are the consequences of your audience staying stuck?

4



HOW DOES THIS PROBLEM AFFECT TIME, MONEY, CONFIDENCE, OR STRESS?

Be specific about the real impact on their life.



CLARITY CREATES OPPORTUNITY

When you can clearly articulate the problem, you can position your skill as the solution.

Great offers solve real problems.

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People
don't buy
skills.
They buy
solutions
to problems.



REMEMBER:

The clearer the
problem, the
easier it is to
create and sell
the solution.



COMPETITION CONFIDENCE™

Competition is not a threat. It is proof that people are looking for a solution.

Researching existing offers helps you find gaps, opportunities, and ways to position your skill with confidence. Use the prompts below to evaluate the current landscape.

1



WHO ALREADY OFFERS SOLUTIONS TO THIS PROBLEM?

List competitors, programs, courses, coaches, communities, or resources.

2



WHAT DO YOU LIKE ABOUT THEIR OFFERS?

What are they doing well? What are the strengths of their approach?

3



WHAT GAPS OR OPPORTUNITIES DO YOU NOTICE?

What are they missing? What problems are not being fully solved?

4



HOW COULD YOUR EXPERIENCE CREATE A UNIQUE PERSPECTIVE?

What combination of experience, story, or approach can you bring that others don't?



YOUR UNIQUE ADVANTAGE

When you understand the landscape, you can position your skill where it is needed most.
Gaps create opportunity. Clarity creates confidence.

“

You don't need to be the only option. You need to be the right option.



AUDIENCE VISIBILITY MAP™

You can't serve an audience you can't find.

Use this map to identify where your ideal audience spends time, seeks help, and looks for solutions.



1. WHERE DO THEY SEARCH FOR HELP?

Search engines, forums, groups, communities, or other places?



2. WHICH SOCIAL PLATFORMS DO THEY USE?

Where do they scroll, engage, and consume content?



3. WHAT PODCASTS, NEWSLETTERS, OR COMMUNITIES DO THEY TRUST?

Who are they already listening to or learning from?



4. WHAT LANGUAGE DO THEY USE TO DESCRIBE THEIR PROBLEMS?

What words, phrases, and pain points do they express most often?



TURN INSIGHT INTO CONNECTION

The more clearly you understand where your audience is and how they think, the easier it will be to reach them and solve their real problems.

What is one key insight you gained about your audience from this exercise?



“

Competition means there is demand. Your job is to be the best option for the right people.

QUICK VALIDATION TEST™

Test before you build. Small steps create big clarity.

You don't need a full offer to validate your skill.
Take action, gather feedback, and look for real responses.

TAKE ACTION: CHOOSE 3-5 ACTIONS TO TEST YOUR SKILL



**OFFER A
ONE-HOUR
SESSION**



Offer help in a
free or low-cost
session to gauge
interest.



**SHARE
EDUCATIONAL
CONTENT**



Create a post,
video, or guide
that teaches
something
valuable.



**CREATE A
SHORT GUIDE
OR RESOURCE**



Build a simple
resource that
addresses a key
problem.



**ASK FIVE PEOPLE
FOR FEEDBACK**



Talk to five
people in your
audience and ask
for honest input.



**POST A QUESTION
IN A RELEVANT
COMMUNITY**



Ask a question
or start a
conversation
around the
problem.



**TRACK
ENGAGEMENT
AND RESPONSE**



Look at likes,
comments, replies,
saves, clicks,
or sign-ups.

REFLECTION: WHAT DID YOU LEARN?



Insights today
prevent wasted
time tomorrow.

What worked? What surprised you? What questions came up?

KEY INSIGHTS & NEXT STEPS



What is one clear insight you gained
from this test?



What action will you take next based
on what you learned?



PROGRESS OVER PERFECTION

Every small action brings you closer to clarity, confidence, and income.

Keep testing. Keep learning. Keep moving forward.



“

*The better
you understand
your audience,
the easier it is
to serve them
and solve their
real problems.*



REMEMBER:

Clarity about your
audience creates
confidence in your
message, your
offers, and your
business.

VALIDATION DECISION™

Step back. Look at the full picture. Make your decision with confidence.

Use this checklist to evaluate your findings and decide your next move.

EVALUATION CHECKLIST	YOUR RESPONSE
 1. DOES THIS SKILL SOLVE A MEANINGFUL PROBLEM? The problem is real, relevant, and worth solving.	☐ Yes ☐ Not Yet ☐ Unclear
 2. ARE PEOPLE ACTIVELY SEEKING SOLUTIONS? There is clear demand and curiosity.	☐ Yes ☐ Not Yet ☐ Unclear
 3. DO PEOPLE SPEND MONEY TO SOLVE THIS PROBLEM? There is proof of existing buyers.	☐ Yes ☐ Not Yet ☐ Unclear
 4. CAN YOU CLEARLY IDENTIFY YOUR AUDIENCE? You understand who they are and where to find them.	☐ Yes ☐ Not Yet ☐ Unclear
 5. DO YOU FEEL EXCITED ABOUT BUILDING AROUND THIS SKILL? Your enthusiasm will fuel your consistency.	☐ Yes ☐ Not Yet ☐ Unclear

YOUR DECISION

Based on your evaluation, what is your decision?



YES, MOVE FORWARD
 I have enough validation to confidently move into building my offer.

☐


NOT YET
 I need more validation before I invest more time and energy.

☐


NEED MORE INFORMATION
 I need to gather more insights and run additional tests before deciding.

☐

FINAL REFLECTION

What feels most clear to you now? What is your biggest takeaway from this workbook?

“

Validation is not about perfection. It's about progress.



REMEMBER:

Small tests protect your time, increase your confidence, and guide your next best step.

NEXT STEPS™

A plan turns clarity into results.

You've gained insight. You've made a decision.
Now create your plan and take the first step.

1 MY TOP 3 PRIORITIES

What matters most as you move forward?

1 PRIORITY ONE

★ Why it matters:

2 PRIORITY TWO

★ Why it matters:

3 PRIORITY THREE

★ Why it matters:

2 MY FIRST STEPS

What are 1–3 actions you can take in the next 7 days?



ACTION 1 _____

📅 BY WHEN?



ACTION 2 _____

📅 BY WHEN?



ACTION 3 _____

📅 BY WHEN?

3 MY SUPPORT SYSTEM

Who can support, encourage, or hold me accountable?





COMMIT TO YOUR GROWTH

*I choose to invest in myself. I choose to take action.
I choose to create the life and impact I'm meant for.*

SIGNATURE:

DATE:

“
Do something
today that
your future
self will
thank you for.”



REMEMBER:
Small consistent
actions create
powerful
transformation
over time.

Final Note

You've done the work. Now it's time to move.

You've discovered your skill, validated the demand,
and gained the clarity to move forward with confidence.

Here's a brief summary from Ceteria:

“

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

— Ceteria Golden

”

YOUR PROGRESS



STEP 1
Skills to Income
Roadmap™
Discover Your Value



STEP 2
Validate Your Skill™
Confirm Demand



STEP 3
1-1-1 Offer System™
Build Your Offer



WHAT YOU'VE ACCOMPLISHED

- ✓ Identified your highest-value skill
- ✓ Confirmed people need a solution
- ✓ Validated market demand
- ✓ Identified your audience
- ✓ Built confidence in your direction

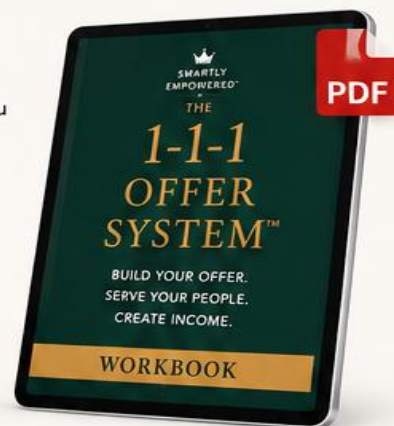


WHAT'S NEXT?

The 1-1-1 Offer System™ helps you
turn your validated skill into:

- ✓ One audience to serve
- ✓ One problem to solve
- ✓ One offer to sell
- ✓ One income-producing asset

In 90 focused minutes,
you'll move from clarity to action.



THE 1-1-1 OFFER SYSTEM™

Turn your skill into a sellable offer in 90 minutes.

1 Skill + 1 Problem + 1 Offer = Income Opportunity

REFLECTION



What is the one skill you're
committed to building around?



What is your next step?



READY TO BUILD YOUR OFFER?
CONTINUE WITH THE **1-1-1 OFFER SYSTEM™**

