



YOUR **SKILLS**.
YOUR **PURPOSE**.
YOUR **INCOME**.
YOUR **OPTIONS**.

INCOME POTENTIAL *Assessment*TM

DISCOVER WHICH OF YOUR
TOP THREE SKILLS HAS THE
GREATEST POTENTIAL TO
BECOME YOUR FIRST
INCOME-PRODUCING ASSET.



DISCOVER
Your Most Valuable
Skills



EVALUATE
Income Potential
Factors



COMPARE
Your Top Three
Skills



CHOOSE
The Best Opportunity
to Build First

THE RIGHT SKILL. THE RIGHT OPPORTUNITY. **THE RIGHT FUTURE.**



Before You Begin

This assessment is designed to help you **compare your top three skills** and identify the one with the **greatest potential** to become a **profitable income stream**.

Scoring each skill across seven key factors will give you the clarity you need to stop second-guessing and start building with confidence.



CLARITY
CREATES
CONFIDENCE.
CONFIDENCE
CREATES
INCOME.



HOW TO USE THIS ASSESSMENT

- 1 List your top three skills you believe could become an income opportunity.
- 2 Score each skill from 1 to 5 for each category based on how well it fits the description.
- 3 Total your scores and see which skill has the highest income potential.

YOUR TOP 3 SKILLS TO ASSESS

1

SKILL #1

2

SKILL #2

3

SKILL #3



IMPORTANT REMINDER: There is no "perfect" skill. The goal is to find the skill with the strongest potential when it comes to income, impact, and sustainability.

THE ASSESSMENT

Score each skill from 1 to 5 for every category.

1 = Weak

2 = Below Average

3 = Moderate

4 = Strong

5 = Excellent

SCORING CRITERIA	SKILL #1	SKILL #2	SKILL #3
 1. MARKET DEMAND Are people actively looking for a solution to this problem and willing to pay for it?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
 2. PROBLEM SEVERITY How important or costly is the problem this skill solves?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
 3. PROFIT POTENTIAL Can this skill command premium pricing and generate strong income potential?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
 4. CREDIBILITY Would people naturally trust you to help based on your background and experience?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
 5. EASY TO START Could you realistically begin offering this within the next 30–60 days?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
 6. SCALABILITY Could this grow beyond one-to-one time and be delivered to more people or automated?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
 7. LONG-TERM OPPORTUNITY Will this skill still create value and income five years from now?	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
TOTAL SCORE (OUT OF 35)	/35	/35	/35

 **NOTES:** Use this space to capture any thoughts or insights as you complete your assessment.

YOUR NEXT STEP

Turn Your Skill Into Income

You've done something most people never do—you took the time to evaluate your skills and choose the one with the strongest income potential. That's a powerful advantage.

Now it's time to turn that opportunity into a simple, clear offer people understand, need, and are willing to pay for.



WHAT YOU ACCOMPLISHED

You've identified the skill with the greatest potential to become your first income-producing asset.

Remember:

The right skill + the right offer =
the right opportunity.



YOUR TOP OPPORTUNITY

Write your highest scoring skill below.

Why is this the best opportunity for you right now?



WHAT'S POSSIBLE

When you commit to this skill, here's what can become possible:

- ☒ Solve a real problem people are already willing to pay to solve
- ☒ Create offers that showcase your expertise
- ☒ Build assets that generate income even while you sleep
- ☒ Work on your terms
- ☒ Create financial freedom and more choices for your life

*Your skills have power.
Your decision creates your future.*

YOU'RE READY. LET'S BUILD.



YOU'VE GOT THE SKILL.

Now build the offer.

The 1-1-1 Offer System™ will show you exactly how to turn your skill into a simple, profitable offer that changes your life.



with purpose,

CETERIA

FOUNDER, SMARTLY EMPOWERED®



LET'S STAY CONNECTED

Email: support@smartlyempowered.com

TikTok: @smartlyempowered

Substack: @theglowladder