



LET'S GET STARTED

This workbook is easier to complete when printed. If you don't have access to a printer, you can replicate the exercise using pen & paper.

STEP 1

Score each individual service with a 1 - 5 for ability & desire. Circle your answer for each and then add your scores to create your final total for each service.

EXAMPLE:

ABILITY	① 2 3 4 5	<div>3</div>	NEWSLETTER DESIGN
DESIRE	1 ② 3 4 5		

1 = NO ABILITY OR DESIRE

I don't like doing this. / I DISLIKE this service.

5 = MAXIMUM ABILITY OR DESIRE

I am really good at this! / I LOVE this service or I love the idea of this service.

STEP 2

This step is optional . Choose your #1 Favorite service! Consider creating a high end package that only features your top service(s)

STEP 3

Select your Top 5 services that you could offer. You can now create a package featuring these services.

NOTE:

If you have more than 5, that is ok! This is your business. You may offer as many services as you want to.

STEP 4

Write services that have a combined score of 8 or above in the tally sheets.

NEWSLETTERS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

NEWSLETTER DESIGN

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

NEWSLETTER CONTENT CREATION

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

EMAIL AUTOMATION

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

MAILCHIMP

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

CONVERTKIT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

AWEBER

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

CONSTANT CONTACT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

MAILERLITE

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

INFUSIONSOFT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

ONTRAPORT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

ACTIVECAMPAIGN

MARKETING

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

EMAIL MARKETING

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

SALES FUNNELS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

DIGITAL MARKETING

AD CREATION & MANAGEMENT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

FACEBOOK ADS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

LINKEDIN ADS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

INSTAGRAM ADS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

GOOGLE ADS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

PINTEREST ADS

SOCIAL MEDIA STRATEGY

ABILITY	1 2 3 4 5	<input type="checkbox"/>	FACEBOOK STRATEGY
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	INSTAGRAM STRATEGY
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	PINTEREST STRATEGY
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	TWITTER STRATEGY
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	YOUTUBE STRATEGY
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	LINKEDIN STRATEGY
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	MESSENGER BOTS
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	TAILWIND MANAGEMENT
DESIRE	1 2 3 4 5		

CONTENT CREATION

ABILITY	1 2 3 4 5	<input type="checkbox"/>	CONTENT CREATION FOR BLOG POSTS
DESIRE	1 2 3 4 5		

ABILITY	1 2 3 4 5	<input type="checkbox"/>	CONTENT CREATION FOR TWITTER
DESIRE	1 2 3 4 5		

ABILITY	1 2 3 4 5	<input type="checkbox"/>	CONTENT CREATION FOR FACEBOOK
DESIRE	1 2 3 4 5		

ABILITY	1 2 3 4 5	<input type="checkbox"/>	CONTENT CREATION FOR NEWSLETTERS
DESIRE	1 2 3 4 5		

ABILITY	1 2 3 4 5	<input type="checkbox"/>	CONTENT CREATION FOR INSTAGRAM
DESIRE	1 2 3 4 5		

ABILITY	1 2 3 4 5	<input type="checkbox"/>	CONTENT CREATION FOR PINTEREST
DESIRE	1 2 3 4 5		

ABILITY	1 2 3 4 5	<input type="checkbox"/>	TECHNICAL WRITING & "HOW TO" POSTS
DESIRE	1 2 3 4 5		



GROUP MANAGEMENT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

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FACEBOOK GROUP MANAGEMENT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

LINKEDIN GROUP MANAGEMENT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

ONLINE MEMBERSHIP MANAGEMENT

LANDING PAGE DESIGN & DEVELOPEMENT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

LEADPAGES

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

INSTAPAGE

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

CLICKFUNNELS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

A/B SPLIT TESTING

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

CREATING LIGHTBOXES,
POP-UPS, ECT.

WEBSITE DESIGN & MANAGEMENT

ABILITY	1 2 3 4 5	<input type="checkbox"/>	WORDPRESS UPDATES
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	WEB DESIGN
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	WORDPRESS DESIGN
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SHOPIFY ASSISTANCE
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SQUARESPACE
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	CSS / HTML CODING
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SEO SERVICES
DESIRE	1 2 3 4 5		

ONLINE TEACHING PLATFORMS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

ZIPPY COURSES

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

TEACHABLE

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

THINKIFIC

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

CONTENT CREATION FOR COURSES

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

WEBINAR SETUP

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

LIVE WEBINAR ASSISTANCE

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

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WEBINARJAM CONFIGURATION

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

WEBINAR NINJA CONFIGURATION

ONLINE TEACHING PLATFORMS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

EDITING

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

RESUME WRITING

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

PROOFREADING

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

TRANSCRIPTION

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

MEETING MINUTES

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

DATA ENTRY

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

EXCEL

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

APPOINTMENT SETTING

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

TELEMARKETING / LEAD GENERATION

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

INTERNET RESEARCH

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

CUSTOMER SERVICE



SERVICES FOR BLOGGERS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

BLOG MANAGEMENT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

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RESPONDING TO BLOG COMMENTS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

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BLOG TRAFFIC REPORTING

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

BACKUPS AND UPDATING PLUGINS

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

MAINTAINING EDITORIAL CALENDAR

EVENT & EMPLOYEE MANAGEMENT

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

EVENT PLANNING

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

LIVE EVENT
REPRESENTATION

ABILITY 1 2 3 4 5
DESIRE 1 2 3 4 5

☐

HR MANAGEMENT

DESIGN

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

☐

DESIGN VIA CANVA

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

☐

DESIGN VIA PICMONKEY

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

☐

DESIGN VIA PHOTOSHOP

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

☐

ADVANCED GRAPHIC DESIGN SKILLS

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

☐

VIDEO EDITING

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

☐

POWERPOINT PRESENTATIONS

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

☐

PREZI PRESENTATIONS

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

☐

EBOOK CONTENT AND DESIGN

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

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CREATING INFORGRAPHICS

ABILITY 1 2 3 4 5

DESIRE 1 2 3 4 5

☐

LOGO DESIGN / GRAPHIC DESIGN

SYSTEM SETUP & MANAGEMENT

ABILITY	1 2 3 4 5	<input type="checkbox"/>	SETTING UP SYSTEMS IN DUBSADO
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SETTING UP SYSTEMS IN ASANA
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SETTING UP SYSTEMS IN TRELLO
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SETTING UP SYSTEMS IN TEAMWORK
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SETTING UP SYSTEMS IN CLICKUP
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SETTING UP SYSTEMS IN HONEYBOOK
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SETTING UP SYSTEMS (OTHER)
DESIRE	1 2 3 4 5		



BOOKKEEPING & CALENDAR MANAGEMENT

ABILITY	1 2 3 4 5	<input type="checkbox"/>	PAYMENTS AND INVOICING
DESIRE	1 2 3 4 5		

ABILITY	1 2 3 4 5	<input type="checkbox"/>	EMAIL REMINDERS
DESIRE	1 2 3 4 5		

ABILITY	1 2 3 4 5	<input type="checkbox"/>	CALENDAR MANAGEMENT
DESIRE	1 2 3 4 5		

ABILITY	1 2 3 4 5	<input type="checkbox"/>	CREATING & MANAGING DATABASES & CRM'S
DESIRE	1 2 3 4 5		

SCHEDULING SOCIAL MEDIA

ABILITY	1 2 3 4 5	<input type="checkbox"/>	CREATING A SOCIAL MEDIA CONTENT CALENDAR
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SCHEDULING POSTS VIA NATIVE SCHEDULERS
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SCHEDULING POSTS VIA HOOTSUITE
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SCHEDULING POSTS VIA BUFFER
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SCHEDULING VIA EDGAR
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SCHEDULING VIA SMARTERQUEUE
DESIRE	1 2 3 4 5		

OTHER/PERSONAL

ABILITY	1 2 3 4 5	<input type="checkbox"/>	MANAGING CONTESTS/GIVEAWAYS
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	BRANDING SERVICES
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	PRESS RELEASES
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	PR MANAGEMENT
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	INFLUENCER OUTREACH
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	TRAVEL RESEARCH & BOOKING
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	AFFILIATE PROGRAMS
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	PERSONAL TASKS
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	SETUP & MANAGEMENT
DESIRE	1 2 3 4 5		
ABILITY	1 2 3 4 5	<input type="checkbox"/>	BUYING GIFTS, WRITING THANK YOU CARDS, BOOKING APPOINTMENTS, RESEARCHING RESTAURANTS AND REVIEWS, PAYING BILLS, ETC.
DESIRE	1 2 3 4 5		



TALLY 'EM UP

Write down all of the services with a combined score of 8+.



YOUR TOP 5

Write your top 5 services in the boxes below.

YOUR #1 FAVORITE

Pretend you HAD to pick ONE in 3 seconds... what would it be?