

Onlineworkingathome.com



# Finding Clarity For Your Online Transition

## Workbook

# A WORD FROM THE FOUNDER

## Finding Clarity

It is essential to be clear about the focus of your new online transition, and it all starts with you.

With decades of work and life experience you have many skills, interests and passions.

Your topic does not have to focus on your profession.

Do you love cooking? Photography? Gardening? Spirituality? Health? Have you overcome a challenge and know others have the same problem?

How do you choose?

Be clear about the value you can deliver.

You don't just want to build any online business.

I want you to Rise Up and Stand Out,

Clarity leads to confidence and confidence leads to success.

Without clarity and confidence, you can run around in circles chasing your next best idea.

Take this time to be clear on the focus. You must really enjoy your topic and the people you will attract to your information, product and services.

By following these next steps, you'll create the foundation for your authentic and genuine business.

Judy Nichols



# GETTING STARTED

Step 1 is about thinking of your skills and your experiences with a new lens, and that is a business lens.

A business that is focused on how you can provide a valuable service or product to a group of people who want it.

To start, think about what have you loved about your work, your life or your passions.

Finding out what excites and inspires you will sustain you during the phases of business development and growth.

It is not just about finding a profitable area topic or niche, it is about finding your value, and your value to others.

Your existing knowledge and skills can provide the foundation of your online business. This exercise focuses on you and what you want to take forward.

Your skills, experiences, passion, credentials, results, track record will inform your business idea.

It is easy to have skills that go unrecognised such as home duties including: parenting, supporting family members and friends; volunteer or community work.

*"When you move through the steps in this workbook, don't just think about what you do in the 9-5"*

Do you have skills from a sport or hobby. Perhaps you have coached a team for years,

Have mastered getting things fixed up around the house, know how to hire tradesmen or can show people what do do on video?

There are 4 billion people searching online everyday for solutions to their everyday, money, health, spiritual, relationship problems. People are searching for everything you can imagine.

You have the answers to these problems and they will listen to you and pay you.

Let's get started.

# Your Value To Others

First, let's get you to know you a little better because this is the start of you finding a profitable topic i.e., niche.

Consider pursuits you dropped up when you chose your career,. When we are young we can make career choices to please others not knowing what we really want to do. You may be an accountant, doctor, nurse, teacher, lawyer, a child care worker and these jobs may have sustained you and your family but it was never what YOU really wanted to do..

Do you have a skill that is very natural to you?

Do you have an experience, skill or knowledge to help people?

Have you been on a personal journey that others would be interested in?

You may think, there so many people similar to you, there are but what makes you special is that you are preparing to solve people's problems in an online environment.

As you start your online business, think about your strengths.

Try really hard, when the going gets tough, you may want to change your niche. Believe and go for it.

Your Value is the answer to why  
would people want to listen to  
you.



# KNOWING WHAT EXCITES YOU

It's time to think about YOU !

You may not have done this for sometime. It's important because we want this online transition to be sustainable, successful and most important ENJOYABLE !!

In the next few pages, there is a sequence of questions to answer.

Questions involving what you like to do, what you are good at, who you like to hangout with.

Who you can help and why. Who you want to help and how you can solve problems people experience in everyday life, in business, in health, love, relationships and more.

## WHAT WOULD YOU LOVE DOING EVERYDAY?

If you could only have one topic to focus on for the next three years, what would it be?

From all of your natural talents, is there something that comes to you very easily? Or something you just love doing and want to improve?

What do people say you are really great at? And, this could be at home, in your job or elsewhere.

Have you experienced a life situation where you encountered a set back you were able to overcome? Think about what you learned from this, what would others love to learn from you?

So start answering the questions.

On the last page, if you are not clear take THE PASSION TEST,

The Passion Test is a simple, yet powerful way to get clear about the things that matter most to you. It's an evidence-based and robust process used in 64 countries. Used by thousands, people to define priorities in life and re-discover what they really like spending time on and why.



# SELF/FAMILY/HOME/FAITH

Write Down Your Thoughts

Natural Talents

Achievements

Credibility/ Authority

Challenges Faced and Overcome

What you always like doing

Moments of Bliss and Flow



# SPORT / TRAVEL / HOBBIES

Write Down Your Thoughts

Natural Talents

Achievements

Credibility/ Authority

Challenges Faced and Overcome

What you always like doing

Moments of Bliss and Flow



# WHERE ARE THE PEOPLE YOU CAN YOU TALK TO?

Write Down Your Thoughts

Family / Faith

9 am - 5 pm Colleagues

Associates / Mentors

Social Media Connections

Friends in Sport

Community Associates

You will need friends to talk about your business and friends who love you despite your business success.

With your inner circle, talk about your business aspirations and find your supporters.

We all need our champions to bounce ideas around, to be there for us when the going gets tough and when we need to celebrate our progress and achievements.



# WHERE TO DO EXPERIENCE MOMENTS OF BLISS AND FLOW?

## Write Down Your Thoughts

What do and enjoy on a regular basis, think again of self, family, work and hobbies.

What are the activities you do where you are in the “flow” and lose track of time. The more you enjoy doing something, the less it will feel like a job and the more productive you will be.

If the 9 am - 5 pm, is the work you love, then this could be the place to start.

As a result of this step, you may reaffirm an interest from the past, follow a new interest or find something in between.

Recognizing what fascinates and inspires you is a good place to start.

Personal Interests

The 9 am - 5 pm

Sport / Home Hobbies

Family / Faith

Arts / Music / Creativity

Travel

# EMPATHY

## Write Down Your Thoughts

From your key interests, and what you enjoy.

What problems could you help people to solve, or what could you teach to help them achieve their goals.

Remember, think self, family, work, hobbies.

**WHAT PROBLEMS DO PEOPLE STRUGGLE WITH  
THAT YOU KNOW YOU COULD HELP...and would want to.**

1.

2.

3.

4.

5.

6.

# THE BENEFITS YOU CAN PROVIDE TO OTHERS

## Write Down Your Thoughts

How can you help to solve problems people experience in life, love, money, relationships, business, health, fitness, fun, travel, hobbies and more!

**WHAT BENEFITS WOULD PEOPLE GAIN FROM LEARNING WITH YOU, FROM BUYING THE PRODUCT OR SERVICE YOU OFFER?**

Benefit 1.

Benefit 2.

Benefit 3.

Benefit 4.

Benefit 5.

Benefit 6.

# Online Topic Checklist

Answer yes to many of these questions and you have a great ONLINE TOPIC (OT) to suit YOU !.

- Do you spend your time thinking about your OT?
- Do you have a never-ending interest in your OT?
- Are you a member of a Facebook Group related to your OT?
- Is there a common theme about the books or online content that you read about?
- Are you an expert or have skills related to your OT?
- Would you like to become an expert in your OT?
- Do you have credentials in your OT?
- Have you read more than 5 books in your OT?
- Do you spend your money on your OT?
- Can you OT make you or others cry, feel angry or happy?
- Have you experienced bliss and flow related to your OT?
- Is there a life experience related to your OT that has made an impact on your life or others?



The next set of questions to answer will help you to discover your unique OT attributes

- What is it about you that could make you stand out?
- Do you know a OT so well that you can add evidence and research and experience?
- Do you have something new and fresh?
- What are your personal stories or case studies?
- Have you overcome personal challenges or adversity?
- What have you done that everyone wishes they could do?
- What have you done that people like to do?
- When do people perk up and listen to you?

**What if you can't decide on your topic?**

**Read on I have that covered.....**

# CONGRATULATIONS

You have completed one of the most steps to a successful, sustainable and satisfying online transition.

Align your online topic i.e., niche with you for the maximum fun from this wonderful creative online journey you are about to begin

## If you can't decide - Take The PASSION TEST

The Passion Test is a simple, yet powerful way to get clear about the things that matter most to you.

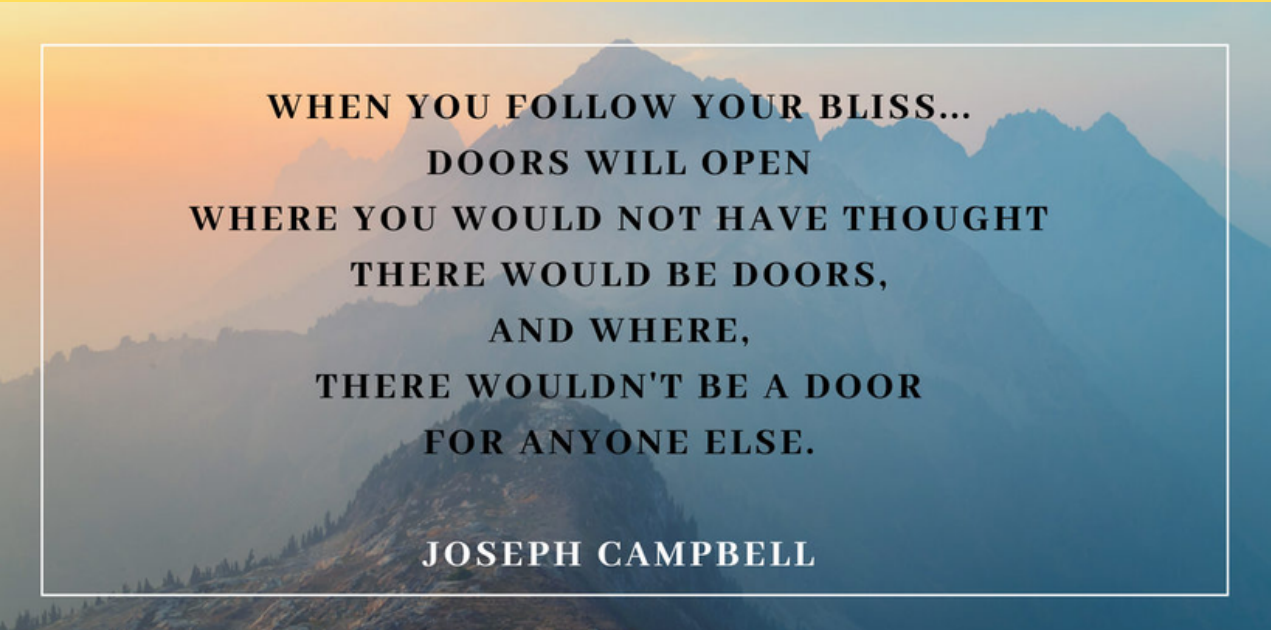
It's an evidence-based and robust process used in 64 countries.

Used by thousands, to discover what is important in life, and what you love to do.

When you take the PASSION TEST, you become clear, and clarity leads to success.

At the completion of the process, you will have a picture of your ideal life.

You will rediscover what you love and want in your life. The PASSION TEST opens your eyes and your heart to pursue what you want to do.



**WHEN YOU FOLLOW YOUR BLISS...  
DOORS WILL OPEN  
WHERE YOU WOULD NOT HAVE THOUGHT  
THERE WOULD BE DOORS,  
AND WHERE,  
THERE WOULDN'T BE A DOOR  
FOR ANYONE ELSE.**

**JOSEPH CAMPBELL**

## **Where to from here ?**

If you would like to know more, head over to [onlineworkingathome.com](https://onlineworkingathome.com), have a look around and you can even schedule a chat, no strings attached.

I look forward to meeting you.