



the  
**GENIUS  
ZONE**  
*self-awareness audit*

STOP SWEATING YOUR  
NICHE AND NARROW YOUR  
PROFITABLE EXPERTISE AS A  
THOUGHT LEADER

## UNDERSTAND YOUR WHY

What is the reason you want to do this? There is always a 'why' behind the things we are called to do - write yours down!

THE MAIN REASON I WANT TO DO THIS IS...

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### *Some ideas*

- Want more time and freedom
- Want to work from home
- Want to expand my impact
- Scale my business
- Change career
- Spend more time with my family

## 1. SKILL BRAIN DUMP

Think about everything you can do! You will probably surprise yourself with how much you know!  
Tick what you can do and list the skills unique to you.

<input type="checkbox"/> Writing	<input type="checkbox"/> Goal Setting
<input type="checkbox"/> Community Building	<input type="checkbox"/> Mindset
<input type="checkbox"/> Social Media	<input type="checkbox"/> Teaching
<input type="checkbox"/> Canva	<input type="checkbox"/> _____
<input type="checkbox"/> Illustration	<input type="checkbox"/> _____
<input type="checkbox"/> Graphic Design	<input type="checkbox"/> _____
<input type="checkbox"/> Creativity	<input type="checkbox"/> _____
<input type="checkbox"/> Marketing	<input type="checkbox"/> _____
<input type="checkbox"/> Instagram	<input type="checkbox"/> _____
<input type="checkbox"/> Facebook Groups	<input type="checkbox"/> _____
<input type="checkbox"/> Organisation	<input type="checkbox"/> _____
<input type="checkbox"/> Microsoft Excel	<input type="checkbox"/> _____
<input type="checkbox"/> Video	<input type="checkbox"/> _____
<input type="checkbox"/> Photography	<input type="checkbox"/> _____
<input type="checkbox"/> Presentation	<input type="checkbox"/> _____
<input type="checkbox"/> Tech Skills	<input type="checkbox"/> _____

## 2. YOUR 6 TOP SKILLS

Tick three skills you feel are your super powers / strengths  
Tick three skills which really light you up

### 3. SKILL AUDIT

List the 6 skills you have mentioned on the previous page - add them to the matrix below  
 Now rate each column out of 10, 10 being the highest, 1 being the lowest.

**Strength score** - how skilled you feel you are at something  
*Skills you feel are your strength earn a higher score.*

**Light up score** - how much joy doing that thing brings you  
*Skills that bring you the most joy earn a higher score.*

**Time score** - does this skill take a lot of time to produce a product  
*Quicker, high output skills earn a higher score.*

**Perceived value score** - how valuable that skill is  
 (tip: don't be modest, try and imagine you are scoring a friend)  
*Skills which are perceived as high value, earn a higher score.*

**Audience score** - if you have a business, does your current audience need this skill  
*An established audience you can sell your skill to earns a higher score.*

**Barrier to entry** - whether you require an investment of capital, additional training needed to do this skill  
*Skills which have a low barrier to entry, earn a higher score.*

SKILL	STRENGTH SCORE	LIGHT UP SCORE	TIME	PERCEIVED VALUE	AUDIENCE	BARRIER TO ENTRY	TOTAL
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MY HIGHEST SCORED SKILL IS...

## 4. FINAL IDEAS

Finally based on your new found skills, draft up 3 rough ideas you think your potential audience would love!

IDEA #1

IDEA #2

IDEA #3





# ROSES & THORNS *Content Journal*

**Use This Reflection Journal to Create Relatable  
Story-Based Content That Sells**

*created by Sarah Layton*

