

UPGRADE WORKBOOK



VALUE DISCOVERY

BLESSING ABENG

Hello

You are amazing! How do I know? Well, you just conquered the hardest step by taking the first step to open this guide. Great job! *claps*. Now, the next step is equally important and that is - filling the workbook.

While this was book is a book, it is not one of those books you just read, you need to focus on the "work" part of the book to get the best results.

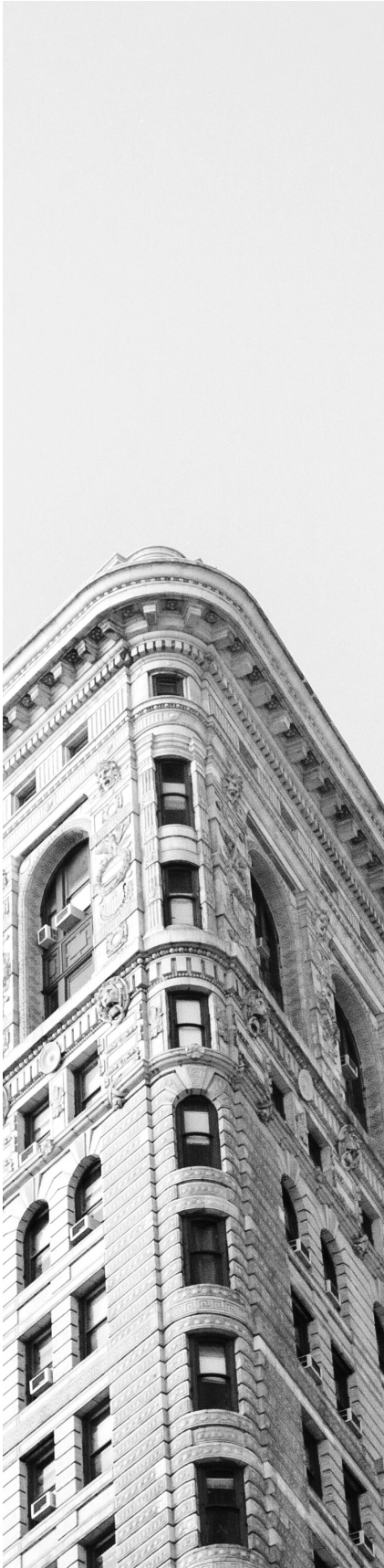
This guide has been prepared to help you find the value that you have to offer to the world and give you the will and confidence to teach or execute it. We learn better and become thought leaders when we can pass on our knowledge and use it to solve people's problems either as a career, or business.

I recommend you write 3-5 answers to increase yet streamline your choices. Let's do this!



BLESSING ABENG
YOUR GUIDE





Value Discovery

Don't overthink value

Don't "overthink" value. You don't get to determine what is valuable to people. They'll tell you what is valuable to them. You just have to listen to what is said and unsaid, then take a beneficial action that triggers a positive emotion, action, or reaction.

It is an action that makes someone

- Smile
- Laugh
- Interact
- Provoked to action (positive)
- Think
- Realize
- Act

Value might be knowing "someone" enough to have conversations around things that are important to them. Showing interests, asking genuine questions or giving them true stories about how they've impacted your life or just even asking "how can I help you? Value can be just being there to listen. Value can be making someone laugh. You can't add value with inaction. YOU ARE ENOUGH!

Self Audit

This will help you dig deeper into discovering yourself and the amazing things you are capable of doing. Answer as honestly as you can, it might help make your path clearer.

NAME: _____

DATE: _____

How would you describe yourself to a stranger?

Imagine you just met someone for the first time, how would you describe yourself

What are your soft skills?

Write your personal attributes, personality traits, non-technical skills, and abilities

What are your hard skills?

Write your specific, quantifiable, technical knowledge and practical abilities

Goals Audit

Let's evaluate, and set goals. Your goals must be SMART: Specific, Measurable, Actionable, Realistic and Time-bound. Close your eyes and imagine your future, what do you see? Where do you want to be? Let that guide you.

What goals have you achieved?

State the ones you are most proud of

What are your goals for the next 1 year?

Write down 3-6 things you want to do in the near future (short term)

What are your goals for the next 5 years?

Write down 6 top things you want to achieve within the next few years (long term)

Dig Deeper

Let's drill a little deeper into the things you have the capacity to do and how well you do them. Don't sell yourself short. Nothing is too small or too big. Your skills and knowledge are valid.

What tools are you good at using?

specific mobile, desktop, physical or software tools, etc.

What questions do people always ask you?

specific, quantifiable, technical knowledge or practical abilities

What advise do people come to you for?

any and everything people frequently ask you for advise for

What are your hobbies and passion?

write what gives you joy to do, whether you are paid or not

What are you knowledgeable about?

something you learned in school, a course or by experience

What can you talk about in your sleep?

write something you can easily explain to a child

Let's look closer

Let's drill a little deeper into the things you have the capacity to do and how well you do them. Don't sell yourself short. Nothing is too small or too big. Your skills and knowledge are valid.

What challenging experience have you overcome?

What problems (faced by people) do you solve?

What results have you accomplished that you've been praised for?

What do you spend so much time researching about, or improving yourself on?

Let's talk Fear

Let's drill a little deeper into the things you have the capacity to do and how well you do them. Don't sell yourself short. Nothing is too small or too big. Your skills and knowledge are valid.

**What are you afraid of? What scares you?
Write all about it here:**

A large, empty, light beige rectangular area intended for writing, occupying the lower half of the page. It is a solid color with no text or other markings inside.

Let's talk Outcome

Let's drill a little deeper into the things you have the capacity to do and how well you do them. Don't sell yourself short. Nothing is too small or too big. Your skills and knowledge are valid.

What's the worst thing that could happen if you face your fear?

What's the best thing that could happen if you face your fear?

Let's look closer

Let's drill a little deeper into the things you have the capacity to do and how well you do them. Don't sell yourself short. Nothing is too small or too big. Your skills and knowledge are valid.

Who will suffer if you don't face your fear?

Who will benefit if you face your fear?

Will you regret it, if someone else executes it and succeed?

If there was nothing stopping you in the world, what would you do?

Niching for Multipotentialites

A niche denotes or relates to products, services, or interests that appeal to a small, specialized section of the population. Niching gives you clarity and laser focus.

As a multi-talented creator, I can understand and relate when people who possess diverse talents get confused about how to niche down, so, I created this guide to help you.

First, always remember that the quote: "Jack of All trades, Master of None", goes on to say "but still better than a master of one". So don't be dismayed. You are special. There are four things you can do when you feel stuck or if niching down bothers you.

The Rihanna Strategy:

Rihanna built herself as a music thought-leader and got us to trust her as a musician. Then she acted, and we transferred that trust to her movies. Then, she shared Fenty with us and we transferred that trust to Fenty. Pick one as a foundation and get us to trust you at that one, then expand.

The Chris Brown Strategy:

Chris Brown can draw, dance, act, sing, gosh... the man can do many things but guess what? He is an entertainer. They are all connected. You can find a thread that connects most of the dots. Introspect, you'll notice that one thing may connect most of the things you do. Find the connection.

The Kanye Strategy:

Kanye is an amazing creator. Who knew he had the ability to be a fashion creator? Well, guess what he did? He created a separate brand and called it Yeezy. Yeezy can exist independent of Kanye just like "Sunday Service". You can create a whole new company for the others and pick one to focus on as a personal brand but stay involved.

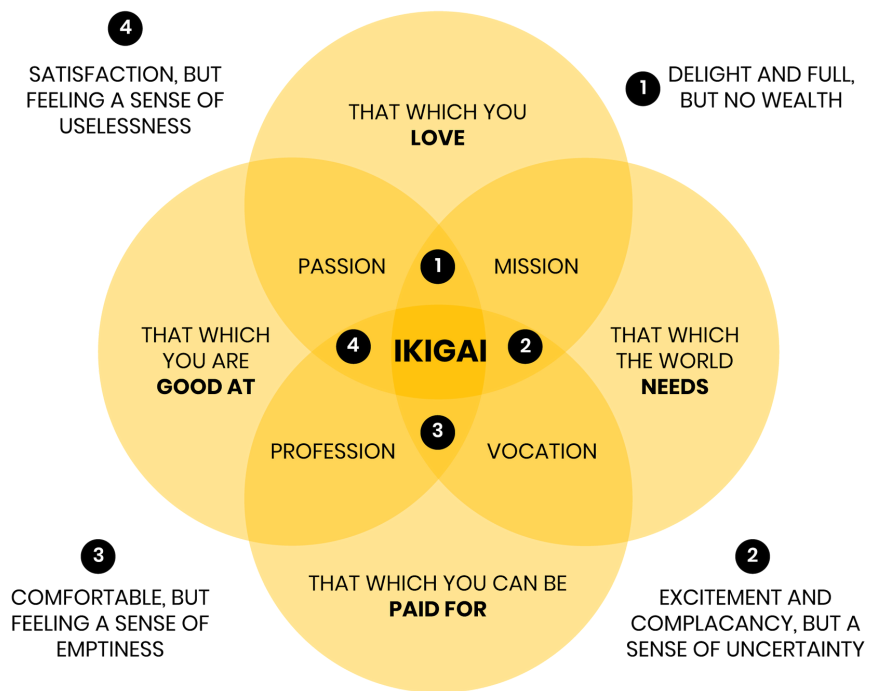
The Ikigai Strategy:

You can use the ikigai formula to niche down by finding the middle point where these factors meet: your skills, your knowledge, passion, needs of your target audience and their willingness to pay. Remember that you don't need to monetize all your skills and passions.

Remember, Some passions and skills exists to support your main goals, skills or purpose. Not everything has to take the lead. I am a great networker but I won't present myself as a "sales manager". Instead, I use my networking skills for the growth of my business. Don't monetize everything.

Niche it Down

Once you have chosen the strategy you want to use to niche down, use the Ikigai strategy to find its viability. Ikigai is a Japanese word merged from iki - life and gai - reason to live.



What is your Ikigai?

Fill in the gap

I love (insert passion) _____ and _____

A technical skill that helps me express these is (insert hard skill) _____

and I can do these because I am _____ (insert soft skill).

Hurray!

You have found your strengths and the value you have to offer, now take action!