



The Experience-to-Income Starter Map

A Simple 3-Step Path to Turning What You Know into an Online Business

You need a new way to see your experience.

Most women over 40 already have everything they need to build a meaningful online business. You don't need to be an *expert*, you only need a 10% edge.

The problem isn't lack of ideas... it's lack of clarity.



This simple map will help you:

- Identify your hidden expertise
- Clarify who you help
- Create your first simple business idea

Step 1: Identify Your Expertise

Start with what you've already done.

Reflect on the following:

- What have people consistently come to you for?
- What do you love doing that gives you energy?
- What problems have you solved repeatedly?
- What do you find yourself continuously learning about in your free time?

Write your answers below:



Step 2: Define Who You Help

Clarity comes from specificity.

Use this simple structure:

I help _____ do _____.

Examples:

- I help new puppy owners raise calm, confident dogs
- I help women over 40 start simple online businesses

Your turn:

I help _____ do _____

so that they can _____.



Step 3: Your First Offer Idea

Now, turn your expertise into a simple offer.

Ask yourself:

- What is one problem I can help solve?
- What is a simple way to deliver this? (guide, workbook, checklist, mini-course)

Fill this in:

My audience struggles with (what are their fears?):

I can help them by (what specific problem can you help them solve):

My first product idea is:

