Location Freedom Skill Audit

THE LOCATION FREEDOM COHORT | PRINTABLE HANDOUT

Name: _____ Date: _____

What this is

A short, private self-audit to help you see where you stand on the way from professional experience to a service business. It has 24 statements across six areas, plus four questions about your background and goals. It takes about 8 to 10 minutes. There are no wrong answers; it simply reflects where you are today.

How to complete it

- Page 2: tick the options that describe you.
- Pages 3 and 4: circle one number for each statement, based on how true it is for you right now.
- Page 5: add up your scores to find your six area scores and your overall result.
- Pages 6 and 7: read what your results suggest, then write your own next steps.

The rating scale

1. Not yet true for me
2. Just beginning
3. Somewhat true
4. Mostly true
5. Consistently true

The six areas

1. **Expertise Recognition**
   Determine how clearly participants recognize their transferable professional skills and their potential value.
2. **Customer & Problem Clarity**
   Determine whether participants can identify the people or organizations who may benefit from their skills.
3. **Service & Offer Development**
   Evaluate whether participants can translate expertise into a defined, understandable service.
4. **Business Readiness**
   Assess readiness to deliver services through a simple, professional business process.
5. **Market Visibility & Customer Acquisition**
   Assess how prepared participants are to identify and connect with potential customers.
6. **Sales Confidence & Activation**
   Assess readiness to discuss a service, communicate value, invite purchases, and follow up.

This is a discovery and readiness tool, not a personality test, employment assessment, psychological evaluation, income predictor, or guarantee of business success.

About You and Your Goals

Not scored. These help point your next steps in the right direction.

1. Which best describes your professional background? (tick all that apply)

- ☐ Administration and executive support
- ☐ Talent acquisition and human resources
- ☐ Education, training, and tutoring
- ☐ Customer service and client experience
- ☐ Business operations and project management
- ☐ Sales and business development
- ☐ Marketing, communications, and content
- ☐ Finance, bookkeeping, and administrative accounting
- ☐ Technology and digital systems
- ☐ Healthcare or human services
- ☐ Creative services
- ☐ Hospitality and event services
- ☐ Entrepreneurship or business ownership
- ☐ Other
- ☐ Still exploring

2. Who do you picture as your potential customer?

- ☐ Businesses and organizations (B2B)
- ☐ Individuals and families (B2C)
- ☐ Both
- ☐ I'm not sure yet

3. Which best describes where you are right now?

- ☐ I have skills but no business idea.
- ☐ I have several ideas but haven't chosen one.
- ☐ I know what service I want to offer.
- ☐ I have an offer but haven't found paying customers.
- ☐ I have started offering services and want more consistent customers.
- ☐ I already have paying customers and want to improve my sales process.

4. What would you most like help with next?

- ☐ Identify my marketable skills.
- ☐ Choose a service-business idea.
- ☐ Identify my ideal customer.
- ☐ Create and price my service.
- ☐ Set up my business to accept customers.
- ☐ Find potential customers.
- ☐ Make my first sale.
- ☐ Develop a repeatable sales process.

Rate Each Statement

Circle one number per statement: 1 = Not yet true for me, up to 5 = Consistently true

1. Expertise Recognition

I can identify specific skills I have developed through employment, business ownership, education, volunteering, or lived experience.	1	2	3	4	5
I can describe problems I have successfully solved or outcomes I have helped others achieve.	1	2	3	4	5
I recognize that skills I consider ordinary may be valuable to someone who needs them.	1	2	3	4	5
I can explain my professional strengths without relying entirely on my job title or credentials.	1	2	3	4	5

2. Customer & Problem Clarity

I can identify a specific type of person or business that could benefit from my expertise.	1	2	3	4	5
I understand at least one meaningful problem that this potential customer experiences.	1	2	3	4	5
I can describe the result or improvement that my potential customer would want.	1	2	3	4	5
I have spoken with potential customers, observed credible evidence of their needs, or otherwise researched whether the problem matters to them.	1	2	3	4	5

3. Service & Offer Development

I can describe a specific service I could provide using skills I already possess.	1	2	3	4	5
I can explain what a customer would receive when purchasing that service.	1	2	3	4	5
I understand how my service could help solve a customer problem or produce a desired outcome.	1	2	3	4	5
I have considered an appropriate price, service scope, or package for what I would offer.	1	2	3	4	5

Rate Each Statement

Circle one number per statement: 1 = Not yet true for me, up to 5 = Consistently true

4. Business Readiness

I understand the basic steps required to deliver my service from the first inquiry through completion.	1	2	3	4	5
I know how a potential customer could contact me, schedule a conversation, or request my service.	1	2	3	4	5
I have identified a suitable way to accept payment and confirm a customer purchase.	1	2	3	4	5
I understand the importance of communicating service expectations, boundaries, and responsibilities clearly.	1	2	3	4	5

5. Market Visibility & Customer Acquisition

I know at least one realistic place or channel where I could find people who need my service.	1	2	3	4	5
I feel capable of starting a professional conversation with someone who may benefit from my expertise.	1	2	3	4	5
I understand how useful content, referrals, networking, or partnerships can help potential customers discover my services.	1	2	3	4	5
I have a way to organize potential customer opportunities and keep track of next steps.	1	2	3	4	5

6. Sales Confidence & Activation

I feel capable of explaining the value of my service to a potential customer.	1	2	3	4	5
I feel prepared to discuss pricing or payment with someone interested in my service.	1	2	3	4	5
I understand how to invite a qualified customer to take the next step toward purchasing.	1	2	3	4	5
I feel capable of following up professionally when someone expresses interest but has not yet made a decision.	1	2	3	4	5

Your Scores

Add the four ratings in each area. Each area total is between 4 and 20.

Area	Ratings added	Total (4 to 20)	Percent
1. Expertise Recognition	_____		%
2. Customer & Problem Clarity	_____		%
3. Service & Offer Development	_____		%
4. Business Readiness	_____		%
5. Market Visibility & Customer Acquisition	_____		%
6. Sales Confidence & Activation	_____		%
OVERALL (24 to 120)			**%**

How to work out the percentages

- Area percent = (area total minus 4) divided by 16, times 100. Example: a total of 12 is (12 minus 4) divided by 16 = 50%.
- Overall percent = (overall total minus 24) divided by 96, times 100. Example: a total of 72 is (72 minus 24) divided by 96 = 50%.
- If you skip a statement, you cannot score that area yet. Come back to it rather than counting it as zero.

Your overall result

☐ **Discovering Your Foundation**
Under 25%

You may have more valuable expertise than you currently recognize. Your next step is to identify your strengths, explore customer needs, and discover where your experience could create value.

☐ **Connecting the Possibilities**
25% to under 50%

You're beginning to connect your experience with possible service opportunities. The next step is to bring greater clarity to your customer, the problem you solve, and the service you could offer.

☐ **Building Your Business Path**
50% to under 75%

You have several important pieces of your service-business foundation in place. Your next opportunity is to strengthen the areas that will help you reach customers, communicate value, and create buying opportunities.

☐ **Ready to Activate Your Next Step**
75% and above

Your responses suggest that you have developed meaningful clarity and readiness across several business-building areas. The next step is to test your offer with real potential customers and learn from the results.

These results reflect how you rated yourself today, using this questionnaire's response scale. They are program-specific coaching categories, not scientifically validated classifications, and not a probability of business success. Strengths shown are self-reported, not independently verified competencies.

What Your Area Scores Suggest

Find each of your six areas below. A low score points to a place to focus; it is not a verdict.

1. Expertise Recognition

If your score is low:	Low scores suggest that you may need help recognizing and translating existing expertise.
If your score is high:	High scores suggest that you can identify meaningful capabilities and are ready to explore who might benefit from them.
Suggested next action:	Complete an Expertise Inventory and translate three previous responsibilities into possible service outcomes.

2. Customer & Problem Clarity

If your score is low:	Low scores indicate that customer identification and problem validation should be prioritized.
If your score is high:	High scores suggest a clearer understanding of customer needs, although actual willingness to pay still requires validation.
Suggested next action:	Develop a Customer Persona & Validation Profile and investigate one specific customer problem.

3. Service & Offer Development

If your score is low:	Low scores indicate that you may have useful expertise but haven't yet packaged it into a marketable service.
If your score is high:	High scores suggest that you have an emerging or defined offer.
Suggested next action:	Develop one clear service offer that includes the customer, problem, deliverables, outcome, scope, and proposed price.

4. Business Readiness

If your score is low:	Low scores indicate that you need practical operational guidance.
If your score is high:	High scores suggest stronger readiness to establish or operate a lean service business.
Suggested next action:	Create a Minimum Viable Client Experience covering inquiry, agreement, payment, onboarding, delivery, and follow-up.
Please note:	This score is not confirmation of legal, tax, licensing, insurance, or regulatory compliance.

5. Market Visibility & Customer Acquisition

If your score is low:	Low scores indicate that customer acquisition may be a major development priority.
If your score is high:	High scores suggest greater familiarity with practical methods for finding and engaging potential customers.
Suggested next action:	Identify one suitable acquisition channel and begin building a First 25 Customer Opportunity List. This means up to 25 realistic customer opportunities, not a requirement to send 25 unsolicited messages.

6. Sales Confidence & Activation

If your score is low:	Low scores indicate that sales communication and practical activation may be important development areas.
If your score is high:	High scores suggest stronger self-reported confidence and understanding of the sales process.
Suggested next action:	Practice the Location Freedom Sales Conversation Framework (Listen → Understand → Clarify → Explain → Discuss → Invite), then prepare one real, appropriate buying invitation.
Please note:	This score does not measure actual sales performance or predict conversion rates.

Your Next Steps

Write your own plan. Nothing here is scored.

Your two strongest areas

Write the two areas with the highest percent. If two are tied, choose the one that comes first in the numbered list.

Your two development priorities

Write the two areas with the lowest percent. If two are tied, choose the one that comes first in the numbered list.

What I noticed

One small step I will take this week

Business ideas that come out of this audit are starting hypotheses, not validated opportunities or confirmed demand. Each one needs real conversations with potential customers before you build around it. This handout does not guarantee, predict, or promise clients, revenue, or any business outcome.