



THE FINDER'S CLARITY TOOL

The Skill-to- Income Translator

10 QUESTIONS. 3 MONETIZATION PATHS. YOU ALREADY
HAVE WHAT IT TAKES — THIS TOOL SHOWS YOU
EXACTLY WHERE TO POINT IT.

Deven Davis

10

QUESTIONS

3

INCOME PATHS

15

MIN TO COMPLETE

*On Instagram? DM me **SKILL** to get this sent to you automatically.
Finder's Stack: Skill Translator → First \$500 → Client Machine*

You Don't Need a New Skill. You Need to Know What Your Current Ones Are Worth.

The most common reason people don't start isn't fear. It's the same question, stuck on repeat: "But what would I even offer?" That question — unanswered — has cost more people more income than any lack of skill, time, or opportunity. You don't have a skill problem. You have a clarity problem. And clarity is exactly what this tool is built to give you.

The people who charge for their skills didn't start with more. They started with the same thing you have right now and found a context where it was worth something. The Skill-to-Income Translator is that context discovery tool. Ten questions. Fifteen minutes. Three monetization paths matched to your specific profile.

"Most people are one idea away from income. The idea is usually: charge for what you already do for free."

You don't need to be the best in the world at your skill. You need to be further along than the person who needs what you know. That gap — between your current level and theirs — is exactly what they will pay for. Built from patterns I've seen across hundreds of Finders: the skill was always already there.

HOW THIS TOOL WORKS

Answer all 10 questions honestly. Don't overthink. The questions reveal your monetization profile across four dimensions: skill transferability, delivery preference, time availability, and income urgency. Your answers map to one of three income paths — or a combination. At the end, you'll have a specific starting point, not a general direction.

WHAT OTHERS DISCOVERED

"I was a property manager for 8 years and had no idea that was a monetizable skill. I thought you needed a certification or a business plan to charge for what you knew. The translator showed me I was already doing consulting — I just wasn't charging. Path B. \$75/hr consulting for small landlords. Started in two weeks."

— Path A/B Finder from the community

"I spent 12 years in corporate finance and assumed nobody would pay for advice they could Google. The translator showed me I was a Knowledge Consultant — I just wasn't charging. Three advisory calls a week at \$150 each. I wish I'd done this years earlier."

— Path B Finder from the community

"I'd been explaining social media strategy to friends for free for two years. Path C confirmed what I already knew — I just needed someone to say: charge for the workshop. My first one made \$640."

— Path C Finder from the community

The 10 Questions

Circle or check your answer for each question. Don't overthink — your first instinct is usually correct.

BEFORE YOU START —

Write the first skill or knowledge area that comes to mind. Don't filter it. Whatever showed up first is almost always the right starting point. That's what we're mapping:

1. When someone needs help at work or in life, they usually come to you for:

- A — Doing something (a task, skill, or process) B — Knowing something (advice, expertise, or answers) C — Teaching something (explaining, coaching, or guiding)

2. How quickly do you need income from this?

- A — This week or next week B — Within 30 days C — Willing to build for 60–90 days

3. How many hours per week can you realistically dedicate?

- A — 1–5 hours B — 6–10 hours C — 10+ hours

4. What's your comfort level with talking to clients or customers?

- A — I'd prefer minimal interaction (deliver work, get paid) B — One-on-one conversations are fine C — I enjoy group environments and teaching

5. Which description fits your work history best?

- A — I've done something professionally that others pay to have done B — I've become highly knowledgeable in a domain through experience C — People have asked me to explain or teach what I know

6. How do you feel about pricing your time?

- A — Easier to price a deliverable (a thing I make/do) B — Easier to price a package (a set of outcomes) C — Easier to price sessions (hourly or per-meeting)

7. Which sounds most natural to you as a first offer?

A — 'I'll do this task/deliverable for you for \$[X]'

B — 'I'll advise you on this situation for \$[X]/hr'

C — 'I'll teach you how to do this in a session/course for \$[X]'

8. Do you have (or can you easily create) examples of your work?

A — Yes — I have work samples or can do a demo project

B — Partially — I have knowledge but less tangible output

C — No — but I could create a case study or testimonial quickly

9. What do people most often say to you about your skill or knowledge?

A — 'Can you do that for me?'

B — 'What would you do in my situation?'

C — 'How do you know all of this? Can you teach me?'

10. Which income model sounds most sustainable for you long-term?

A — Project-based or retainer clients (consistent delivery)

B — Consulting or advisory (fewer clients, higher rate)

C — Group programs, courses, or workshops (one-to-many)

YOUR RESULTS

Score Your Answers + Find Your Path

Count your answers:

A

B

C

Total A answers

Total B answers

Total C answers

Your highest letter is your primary path. A close second letter = combine both approaches.

Mostly A → Path 1: The Service Provider

Do the work. Get paid.

You have a deliverable skill — something you can execute for clients at a consistent quality. Your fastest income is service-based: freelancing, done-for-you work, retainers. You charge for output, not time.

Examples: Graphic design, copywriting, bookkeeping, social media management, video editing, web development, virtual assistance, photography

Starting rate: \$25–\$75/hr or \$200–\$1,500 per project

Next action: Define one service → set a rate → message 5 warm contacts today

Mostly B → Path 2: The Knowledge Consultant

Know the answer. Charge for it.

Your depth of knowledge in a specific domain is the asset. You have earned expertise — years of experience, problem-solving, domain intelligence — that others will pay to access without having to earn it themselves.

Examples: Business consulting, career coaching, financial guidance, real estate advisory, health + wellness coaching, marketing strategy, leadership development

Starting rate: \$75–\$250/hr or \$500–\$3,000 per engagement

Next action: Define your domain → write your offer → book 3 paid sessions this week

Mostly C → Path 3: The Educator

Teach what you know. Scale it.

Your gift is making the complex simple and transferable. You don't just know — you can explain. This is the foundation for courses, workshops, group programs, and content-based businesses that serve many people at once.

Examples: Online courses, workshops, live training, group coaching, certification programs, YouTube/content monetization, paid newsletters

Starting rate: \$50–\$500/session or \$97–\$997 per course

Next action: Identify one skill you could teach → build a 1-hour workshop → presell it this week

YOUR PLAN

Your Skill Profile + First Move

My primary path (A / B / C):

The skill or knowledge I'm monetizing first:

My starting rate (per hour or per project):

Who specifically will I reach out to first? (Name 3 people or describe the audience):

My first offer in one sentence ("I help [who] do [what] for \$[how much]"):

THE ONE ACTION THAT CHANGES EVERYTHING

Send your offer to one person today. Not tomorrow. Not after you perfect it. Today.

The person who got paid last week didn't have a better offer. They sent it. Your skill is ready. Your path is clear. The only thing left is the message.

WHAT HAPPENS AFTER THE FIRST \$500

The Skill-to-Income Translator gives you the path. The First \$500 Playbook gives you the 30-day system to run it — week-by-week outreach, client conversations, and the steps that turn your first client into your first consistent income. DM me

FIRST

on Instagram and I'll send it free.

You now know your path. The translator showed you where to point what you already have. The only thing left is sending the first message.

YOUR SKILL HAS ALWAYS BEEN WORTH MONEY. NOW YOU KNOW WHERE.

The Path Is Clear. The \$500 Playbook Is the System to Run It.

The First \$500 Playbook is the 30-day execution system built on top of your path. Week-by-week actions, outreach templates, pricing guidance, and the client acquisition engine that makes your first month repeatable.

Works for all three paths (Service / Consulting / Teaching)

Zero startup cost required

Designed for 5 hours/week or less

The Finders who move from “I know what my path is” to “I have a system for running it” are the ones who actually build the income.

Picture 30 days from now: you’ve sent your offer, had your first real conversation, and received your first payment for something you already knew how to do. That’s not projection — that’s what the First \$500 Playbook was built to produce, starting from exactly where you are today.

Every week this sits unanswered is a week of income that doesn’t exist yet. Not because you’re not ready — but because the message hasn’t been sent. The Finders who started last month didn’t have better skills. They had a starting point. Now you do too.

DM ME FIRST ON INSTAGRAM

Free. No pitch. No catch. The Finders who DM this week are the ones who start next week.

Deven Davis

devendavis.com | @deven.r.davis

Finder’s Stack: Skill Translator → First \$500 → Client Machine