

DAY 1 WORKBOOK

THE MONEY LANE ASSESSMENT

Discover *Your Fastest*
Path to Revenue



THERE ISN'T ONE RIGHT WAY
TO MAKE MONEY ONLINE.

The goal of today's assessment is to identify the lane that best matches your strengths, personality, and goals so you can spend the next 14 days **building a business** that fits you.

SECTION 1

ABOUT YOU



Name



Email



Social Platform

☐

Instagram

☐

Facebook

☐

TikTok

☐

YouTube

☐

Multiple Platforms



How long have you been creating content?

☐

Haven't started

☐

Less than 3 months

☐

3–12 months

☐

1–3 years

☐

3+ years



Current monthly online income

☐

\$0

☐

Under \$500

☐

\$500–\$2,000

☐

\$2,000–\$5,000

☐

\$5,000+

SECTION 2

WHAT EXCITES YOU MOST?

Choose the statement that
feels the **most exciting**.

☐

A

I love helping people
make decisions and
introducing them to
products, services or
opportunities.

☐

B

I love creating content
and would love brands
to pay me for it.

☐

C

I love filming, editing,
creating videos and
would rather create
content than sell.



SECTION 3

YOUR

STRENGTHS

Circle all that apply.

☐

Talking
on camera

☐

Writing
captions

☐

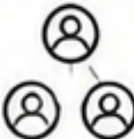
Teaching

☐

Editing
videos

☐

Photography

☐

Networking

☐

Building
relationships

☐

Sales

☐

Storytelling

☐

Organization

☐

Creative
ideas

☐

Design

SECTION 4

WHAT SOUNDS MOST LIKE YOU?



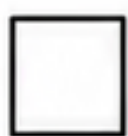
A

- ✓ I enjoy conversations.
- ✓ I like helping people.
- ✓ I don't mind selling when I believe in something.



B

- ✓ I'd rather partner with brands than sell products.



C

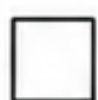
- ✓ I enjoy creating the content more than posting it.
- ✓ I'd love businesses to hire me.



SECTION 5

YOUR DREAM BUSINESS

If money wasn't the obstacle...
I'd rather spend my days:



Coaching
people



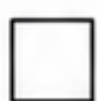
Selling
products



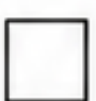
Affiliate
marketing



Building a
community



Working
with brands



Traveling while
creating content



Filming
products



Running a
content agency



Editing
videos



Creating
ads

SECTION 6

YOUR

GOALS

What do you want to accomplish
in the **next 90 days**?



First online dollar



First client



First brand deal



First recurring income



\$2,000/month



\$5,000/month



Quit my job



Replace my income



Build a real business

SECTION 7

YOUR

CONFIDENCE

Rate yourself from 1–5.



Posting consistently

1

☐☐☐☐

5



Talking on camera

1

☐☐☐☐

5



Selling

1

☐☐☐☐

5



Networking

1

☐☐☐☐

5



Creating videos

1

☐☐☐☐

5



Editing

1

☐☐☐☐

5



Confidence

1

☐☐☐☐

5

SECTION 8

YOUR RESULTS



MOSTLY A'S

SELL

RECOMMENDED PLAYBOOK



SELL PLAYBOOK →



You enjoy helping people solve problems.



You're comfortable building relationships and earning income through conversations.



Your fastest path is learning how to build trust, start conversations, and confidently present an offer.



MOSTLY B'S

PITCH

RECOMMENDED PLAYBOOK



PITCH PLAYBOOK →



You enjoy building a personal brand and partnering with companies.



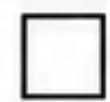
Your biggest opportunity is learning how to position yourself, attract brands, and confidently pitch collaborations.



MOSTLY C'S

CREATE

RECOMMENDED PLAYBOOK



CREATE PLAYBOOK →



You love producing content more than selling it.



Your fastest path is becoming a paid creator by building a portfolio, attracting clients, and creating content businesses want to buy.



Your Money Lane is your starting point.
Now, let's build your 14-day plan.



SECTION 9

MY 90-DAY VISION



MY MONEY LANE



MY REVENUE GOAL



WHY THIS MATTERS TO ME



THE ONE THING I'M COMMITTING TO
FOR THE NEXT 14 DAYS

FINAL PAGE

MY COMMITMENT



I understand that the next 14 days are about implementation—not perfection.



I commit to showing up, completing the daily action steps, participating in the live coaching sessions, and taking consistent action toward building my chosen Money Lane.



I understand that clarity comes from action, and I choose to commit fully to the process.

SIGNATURE

DATE

COPY + PASTE

Money Lane

Assessment

GOOGLE DOC