

2023 WORK AT WHAT YOU LOVE

A red heart graphic composed of two overlapping, curved lines, positioned to the right of the word 'LOVE' in the main title.

NEW YEAR NEW LIFE

SESSION #4:
BECOMING AN OPPORTUNITY
ANALYST



[WWW.CHANGINGCOURSE.COM](http://www.changingcourse.com)

BASED ON THE WORK OF VALERIE YOUNG

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HOW TO USE THIS WORKBOOK

This workbook is vital to your *Work at What You Love* learning experience. It contains dozens of helpful exercises that, on their own, can catapult you from where you are to where you want to be.

Throughout the workshop you'll be asked to stop to work through these powerful exercises. It's essential that you do the exercises in the order they are assigned.

As you move through the *Work at What You Love* workshop you'll find each exercise is designed to prepare you for the next phase of both the workshop and your journey.

We suggest you either print this workbook on 3-hole paper and put them into a 3-ring binder or staple them together in a folder marked My New Life!

AGENDA

Session 4

Becoming an Opportunity Analyst

- 5 Forms that Opportunities Take
 - Products
 - Services
 - Retail or physical location
 - Entertainment/performance
 - Creative endeavor

- Seeing opportunities in:
 - Complaints or Problems
 - Threats
 - Trends
 - Demographic Groups or Niches
 - Interest or Hobbies
 - Personal Experiences
 - Personal Crises

Session 3: Becoming an Opportunity Analyst

5 Forms Opportunities Take

1. A product
 - a) Your own
 - b) Others' product(s) you resell
 - c) Product(s) you refer customers to as an affiliate in exchange for a percentage of the revenue or other set amount.

2. A service
 - a) A service you provide
 - b) A service you offer but outsource that someone else provides
 - c) A service(s) you refer customers to as an affiliate in exchange for a percentage of the revenue or set other set amount

3. *A retail or other physical location, e.g. a store, cafe, summer camp, theater, flea market, etc.*

4. *Entertainment/performance, e.g. storytelling, magic, improv, singing, etc.*

5. *A creative endeavor e.g., writing music, art, crafts, creative writing*

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5 Places to Look for Income-Generating Opportunities

1. **Complaints or problems.** *Examples from class and ahas:*
2. **Threats.** *Examples from class and ahas:*
3. **Trends.** *Examples from class and ahas:*
4. **Demographic groups/niches.** *Examples from class and ahas:*
5. **Interests or hobbies.** *Examples from class and ahas:*
6. **Personal experience.** *Examples from class and ahas:*
7. **Personal crisis.** *Examples from class and ahas:*

Session 3: Becoming an Opportunity Analyst

Learning to be an Opportunity Analyst

Trends

- Aging population
- Farm to table movement
- Foodies
- "Glamping"
- "Shrink" parties
- Search for purpose, balance, meaning, enlightenment
- Same sex marriage
- Home schooling
- Extreme sports
- Reality TV
- Sharing economy businesses (Airbnb, Uber)
- Workplace violence
- Travel, adventure travel, eco-tourism, & "ego-tourism"
- Identity theft
- Alternative healing
- Threat of terrorism
- Road rage
- Downsizing/simplicity movement
- Tiny home movement
- Quest for youth/beauty
- Micro brewed beer
- Full time RV-ing
- Theme-oriented camps
- Teens "sexting"
- Renovation and home decorating (HGTV)
- Solar and other alternative sources of energy
- Retiring in another country
- Nature Deficit Disorder
- "Aging in place" housing
- Obesity/Diabetes
- Cooking vacations
- So called "culture wars"
- Come back of travel agencies

Demographic

Groups/Niches

- Particular gender or gender identity
- Babies/Children/Teens
- Adults (20s- 60s)
- Seniors
- Parents/New/Single
- Empty Nesters
- Singles/Couples
- Latinos, Whites, Blacks/African Americans, Asians, Native Americans, or Mixed race
- Heterosexual, bi-sexual, gays, lesbians
- Conservatives/Moderates/Liberals/Progressives
- Low, middle, high income
- Religious groups and sectors
- Able bodied/people with disabilities
- Rural, urban, suburban
- Ex-pats
- Homeowners/Renters
- Specific professions (e.g., exec's, farmers, B&B owners, physicians, engineers, administrative assistants, military)
- Specific industries (e.g. manufacturing, tourism, medicine, high tech, etc.)

Personal

Interests/Hobbies

- Golf/tennis
- Cooking/Baking/Wine
- Decorating/Home repair
- History/Genealogy
- Restoration
- Animals (dog, cat, bird, horse, etc. lovers)
- Gardening (vegetable, flowers, herbs)
- Sports (participating and/or observing)

- Collecting
- Helping/coaching
- Health Conscious
- Speaking/Teaching
- Writing
- Traveling
- Technology
- Model trains
- Dancing
- Scrap booking
- Crafts
- Photography
- Theater/Film/TV
- Social justice
- Volunteering
- Motorcycles
- Camping
- Hunting
- Fishing
- Antiquing
- Bridge
- Cycling (bike/motor)
- Photography
- Sewing/quilting
- Politics
- Singing/song writing
- Painting/drawing

Personal Experience/Crisis

- Personal triumph, awakening, or renewal
- Setting boundaries
- Failure or set back
- Powerful conviction
- Childhood trauma or positive experience
- Health crisis (your own or others)
- Physical, emotional, spiritual, or other personal transformation
- Powerful learning experience
- Identity crisis
- Loss (financial, health, death of a loved one)
- Habit you overcame
- Method, technique, or system you created

Session 3: Becoming an Opportunity Analyst

Where Do You Want to Jump on the Opportunity Highway?

Read through the list on the previous page and check off or highlight:

- Trends you may want to tap
- Demographic groups you may enjoy working with or serving
- Personal interests or hobbies you enjoy or might want to serve those who do
- Any personal experiences/crisis you might want to help others who could benefit from what you have learned

Note: *Problems, complaints* and *threats* can be associated with a trend or an interests or hobbies or may be unique to a specific demographic group.

Exercise

Select **at least two** opportunity analyst worksheets on pages 8-12 that are associated with one or more of the things that you love from the earlier exercises. Complete each form as fully as you can. You can complete more than two of the forms if you choose.

Session 3: Becoming an Opportunity Analyst

Opportunity Analyst Worksheet

Complaints or Problems

1. Is there a particular complaint or problem you might be interested in addressing? *If no, go to the next page. If yes, name it here then complete the questions below.*

2. Is there a particular demographic group (or groups) that are uniquely impacted by this complaint or problem? *If yes, name it here. If no, go on to the next question.*

3. Are there any trends impacting this particular complaint or problem (e.g., technology, a lack of time, financial trends, an aging market, changing tastes or purchasing habits, the internet, health concerns, etc.)?

4. What's one way that you (or someone) could use one or more of the gifts/interests (e.g. writing, organizing, coaching, designing, etc.) you identified earlier to address this complaint or problem?

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Opportunity Analyst Worksheet

Threats

1. Is there a particular threat you might be interested in addressing? *If no*, go to the next page. *If yes*, name it here then complete the questions below.

2. Is there a particular demographic group (or groups) that are uniquely impacted by this threat? *If yes*, name it here. *If no*, go on to the next question.

3. Are there any trends impacting this particular threat? (e.g., technology, a lack of time, financial trends, an aging market, changing tastes or purchasing habits, the internet, health concerns, etc.)?

4. What's one way that you (or someone) could use one or more of the gifts/interests (e.g. writing, organizing, coaching, designing, etc.) you identified earlier to address this threat:

Session 3: Becoming an Opportunity Analyst

Opportunity Analyst Worksheet

Trends

1. Is there a trend you find interesting and would like to find a way to tap into? *If no, go to the next page. If yes, name it here then complete the questions below.*

2. Is there a demographic group that is uniquely impacted by this trend, who you'd like to work with, or which might lend itself to this trend? (e.g., Trend: Home renovation. Group: Couples going through the stress of a major home renovation project together). *If yes, describe. If not, go to the next question.*

3. What's one way you (or someone) could use one or more of the gifts/interests (e.g. writing, organizing, coaching, designing, etc.) you identified earlier to capitalize on this trend?

Session 3: Becoming an Opportunity Analyst

Opportunity Analyst Worksheet

Interest or Hobby Questions

1. Is there one or more interests or hobbies you might like to turn into an income stream? *If no*, go to the next page. *If yes*, name it here then complete the questions below.
2. Are there any trends impacting people, companies, or organizations connected to this interest or hobby? (e.g., technology, declining interests, changing tastes or purchasing habits, etc.)
3. What are the concerns, challenges, issues, and needs of people who share your interests or hobbies? In other words, if you were with a group of other garden, poker, golf, or interior design lovers, what might they complain about, need or want, or what would they see as challenges or threats?
4. Is there a demographic group you would enjoy working with or want to target? *If no*, go on to the next question.
5. *If yes*, what challenges, issues, needs, and trends are associated with that group as *they relate to your interest or hobby?* (e.g. If you love travel planning and want to target single parents, what concerns, challenges, issues, and needs are unique to single parents vacationing with their children?)
6. How could you (*or someone*) use one or more of the gifts/interests (e.g. writing, organizing, coaching, designing, etc.) you identified earlier to respond to one or more of these interest- or hobby-related complaints/problems/needs/trends:

Session 3: Becoming an Opportunity Analyst

Opportunity Analyst Worksheet

Personal Experience

1. Is there a personal experience that has made a profound impact in your life that you might like to draw from to help others? *If yes, name it here then complete the questions below.*

2. Is there a specific demographic group or groups that might benefit from your personal experience? *If no, go on to the next question. If yes, explain:*

3. Are there any trends associated with the personal experience you identified? *If no, go on to the next question:*

4. How could you (*or someone*) use one or more of the gifts/interests (e.g. writing, organizing, coaching, designing, etc.) to help or inform others with a similar experience?

Session 3: Becoming an Opportunity Analyst

Opportunity Analyst Worksheet

Personal Crisis

1. Is there a personal crisis that has had a profound impact on your life that you might like to draw from to help others? *If yes, name it here then complete the questions below.*

2. Is there a specific demographic group or groups that might benefit from what you learned from the crisis? *If no, go on to the next question. If yes, explain:*

3. Are there any trends associated with the crisis you experienced? *If no, go on to the next question:*

4. How could you (*or someone*) use one or more of the gifts/interests (e.g. writing, organizing, coaching, designing, etc.) to help or inform others who have or may experience a similar crisis?

SESSION 3: WEEKLY REFLECTION

I create opportunities.

I am in control of my life. My choices shape my experiences. I create opportunities.

I pay attention to my surroundings. I keep up with trends and emerging ideas. I notice the challenges that others are facing and think about what I could do to help invent solutions.

I acquire new knowledge and skills. I value learning that increases my resources and capacity. I read extensively and take adult education classes. I ask questions.

I leverage my strengths. I understand my capabilities and how to use them. I devote my time and energy to activities where I can have the greatest impact. I find opportunities by helping others to advance too. I provide referrals and introductions. I share my time and talents.

I take risks. **Focusing on what I have to gain motivates me to move beyond my comfort zone.** I give myself credit for trying regardless of the immediate results. Some experiences pay off more down the line.

I act promptly. I jump on opportunities while my excitement is high. I put aside doubts that could make me miss my chances.

I collaborate with others. Networking multiplies the opportunities available to me and my contacts.

I remain flexible. I pursue worthwhile opportunities even when they require changing my current plans. I remain true to my values while I adjust my methods. I keep my eye on my ultimate objectives.

Today, I create conditions that bring promising opportunities. I make good things happen.

Self-Reflection Questions:

1. What is one new opportunity I can seize today?

SESSION 3: WEEKLY REFLECTION

2. How can I become more skillful at evaluating opportunities?

3. How can I transform setbacks into opportunities?