**Inventory of Business Assets**

|  |  |  |
| --- | --- | --- |
| **Asset Class** | **Examples** | **Your Assets** |
| **Knowledge**  *Things you know how to DO*  *Information you can share*  *Skills you can offer* | Hobbies  Skills  Knowledge Sources (podcasts you listen to, blogs you read, etc…)  Mentors  Online courses you’ve purchased |  |
| **Resources**  *Assets you can sell or freely share* | Online programs you’ve created  YouTube channel (interview)  Podcast (interview)  Newsletter (promotion)  FB Group (LIVEs, interviews)  FB Challenge  Summit videos  Email list  Resource page on Website  Tech platforms |  |
| **Networks**  *Who do you know?*  *How do you know them?* | Linked In Connections:  FB Audience:  FB Groups / # members:  Instagram followers:  TikTok followers:  YouTube Subscribers:  Size of your email list:  Communities you Belong to:   * Chambers of Commerce * Associations * Faith-based groups * Philanthropic orgs * Affinity groups * Meet-ups |  |