



## Economic Empowerment Pathway Finder Assessment

# Discovery Canvas

- ☑ Creator Journey
- ☑ Entrepreneur Journey
- ☑ Hybrid Path

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## ECONOMIC EMPOWERMENT DISCOVERY CANVAS

### *Your First Step to Mapping Your Economic Self-Empowerment Journey*

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Welcome to your pathway discovery! This canvas helps you map your vision for empowering yourself economically, whether you're exploring the Creator Journey, Entrepreneur Journey, or Hybrid Path.

This is a thinking tool, not a test. There are no wrong answers. Your responses help YOU gain clarity about what you want to build and why.

✓ **Creator Journey**   ✓ **Entrepreneur Journey**   ✓ **Hybrid Path**

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## HOW TO USE THIS CANVAS



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YOUR path. YOUR Choice. YOU choose the method that works best for you:

- **Option 1 (Quick Reference):** Read this PDF on your device as a thinking guide. Take notes in your favorite app (Notes, Notion, journal, etc.)
- **Option 2 (Print & Write):** Print this PDF and fill out by hand for a tactile, reflective experience.
- **Option 3 (Digital Worksheet):** Use our fillable Google Doc version to type your responses and save to your own Google Drive.

## ACCESS FILLABLE GOOGLE DOC VERSION

When you click the link, you'll be prompted to make a copy to your own Google Drive. Your responses auto-save as you type!

**Link to Canvas Google Doc:** <https://docs.google.com/document/d/1Lp4LA2QrvR7JlusMrPh2kAAiP9JoFaAg/edit?usp=sharing&oid=107479886429926267928&rtpof=true&sd=true>

All three methods are equally valid - choose whichever helps you think most clearly about your economic empowerment journey!

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## IMPORTANT - PLEASE READ



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**Results Vary:** The programs, resources, and pathways discussed in this kit are educational and exploratory in nature. Any outcomes, including financial results, vary significantly based on individual effort, expertise, market conditions, time investment, and numerous other factors. We make no guarantees, representations, or warranties about results you may or may not achieve.

**No Income Guarantees:** While some participants in our programs have achieved various levels of supplemental or business income, their results are not typical and should not be considered a guarantee or prediction of your results. Many factors influence outcomes, and success requires sustained effort and commitment.

**Professional Advice:** The information provided is educational and should not be considered financial, legal, or business advice. Consult with appropriate professionals before making business or financial decisions.

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## DISCOVERY CANVAS WORKSHEET



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### INFORMATION

TABLE 1: YOUR INFORMATION

Your Information	Your Response
Name	
Date	
Assessment Results Category	<input type="checkbox"/> Creator Journey <input type="checkbox"/> Entrepreneur Journey <input type="checkbox"/> Hybrid Path

### MY VISION & PURPOSE

TABLE 2: VISION &amp; PURPOSE

Question	Your Response
What challenges do advocates or organizations face that I could help solve?	
What unique experiences, insights, or expertise do I bring from my advocacy work?	
What impact do I want to have through my economic empowerment journey?	

## MY INCOME GOALS

TABLE 3: INCOME GOALS

Goal Question	Response
Monthly supplemental income goal (Year 1)	\$_____
What would an extra \$500/month allow me to do?	
What would an extra \$2,000/month change for me?	
What's my realistic time availability and commitment to focus on this goal?	<input type="checkbox"/> 5-10 hours per week <input type="checkbox"/> 10-15 hours per week <input type="checkbox"/> 15-20 hours per week <input type="checkbox"/> 20+ hours per week
When do I want to start generating income?	<input type="checkbox"/> Within 30 days <input type="checkbox"/> Within 3 months <input type="checkbox"/> Within 6 months <input type="checkbox"/> Within 12 months <input type="checkbox"/> Just exploring and researching

### UNDERSTANDING YOUR PATHWAY:

✓ **Creator Journey** - Build supplemental income through digital products while keeping your job. Create resources once, sell repeatedly. Work when it fits your schedule.

✓ **Entrepreneur Journey** - Build an independent consulting practice as your primary income source. Serve organizations with deep expertise. Set your own rates and schedule.

✓ **Hybrid Path** - Explore both product creation and consulting to discover what fits your strengths, availability, and vision for economic empowerment.

Your income potential depends on: product/service quality, pricing strategy, marketing efforts, and time invested. Start with realistic goals and adjust as you learn.

## STRENGTHS & EXPERTISE EXPLORATION



### STRENGTH & EXPERTISE

TABLE 4: STRENGTHS

Strength	Your Response
What areas of advocacy work do others seek my guidance on?	
What knowledge or skills do people consistently ask me to share?	
What expertise from my advocacy work translates to income potential?	
What have I already created that others have found valuable? (Materials, systems, processes, etc.)	

### MY INITIAL EXPLORATION

TABLE 5: EXPLORATION

Question	Your Response
What's one way I could leverage my expertise to generate income?	

Who specifically would benefit from this? (Be specific: not "advocates" but "new executive directors" or "volunteer coordinators at small organizations")	
What makes this opportunity meaningful to me?	
How would I describe this income opportunity in one sentence?	

MY POTENTIAL CONNECTIONS



*Who in your professional network might be interested in what you have to offer? List people, organizations, or groups who have asked for your help before or who face challenges you could address.*

TIP: Check the box next to the 3 people you'll contact first to validate your idea.

TABLE 6: POTENTIAL CONNECTIONS

#	Name/Organization	Have they asked for help before?	Priority Top 3 to Contact
1		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>
2		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>
3		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>
4		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>

5		<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>	<input type="checkbox"/>
6		<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>	<input type="checkbox"/>
7		<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>	<input type="checkbox"/>
8		<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>	<input type="checkbox"/>
9		<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>	<input type="checkbox"/>
10		<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>	<input type="checkbox"/>

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## WHAT'S NEXT FOR ME?




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TABLE 7: NEXT STEPS

Next Step Planning	Your Response
My biggest question right now:	
What support would help me most?	<input type="checkbox"/> Community to explore with <input type="checkbox"/> Step-by-step training <input type="checkbox"/> 1-on-1 consultation <input type="checkbox"/> Examples from others <input type="checkbox"/> Just more time to think
My next 3 action steps:	1. 2. 3.
Target date to take first step:	



## NEW: START WITH COMMUNITY SUPPORT



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Not sure if you're ready to choose a journey yet? Want to explore with support?

### ✨ **JOIN THE ADVOCATE'S ECONOMIC LEAP COMMUNITY** ✨

A low-commitment space for advocates exploring economic empowerment:

- ✓ Curated Resource Library - Pathway-specific tools, templates, recommended books, podcasts, audiobooks
- ✓ Monthly Live Q&A Sessions - Get your questions answered (2x/month, recorded for replay)
- ✓ Private Online Community - Connect with advocates on similar journeys
- ✓ Weekly Content & Support- Education, motivation, wins celebration
- ✓ Pathway Clarity - Figure out which direction is right for you

### ✨ **SPECIAL FOUNDING MEMBER PRICING** ✨:

 \$3/month until February 22, 2026 (founding members only)

Then \$5/month after February 22, 2026 - Cancel anytime

This is the low-pressure entry point into the DVE ecosystem - perfect for exploring without any demands.

Join The Advocate's Economic Leap - \$3/month - <https://dawsonvisionaryenterprisesllc.com/community-advocateseconomicleap>

**Not ready to commit?** That's okay! Complete your Discovery Canvas first and join the community later if you want peer support.

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## YOUR CHOICES & YOUR OPTIONS



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### YOUR OPTIONS AFTER COMPLETING THIS CANVAS

Now that you've mapped your vision, here are your options for moving forward:

#### **OPTION 1: EXPLORE WITH COMMUNITY SUPPORT** (Recommended for most people)

- Join The Advocate's Economic Leap (\$3/month founding rate)
- Use your Discovery Canvas as your roadmap
- Take your time exploring with peer support
- Upgrade to training or guilds when you're ready

#### **OPTION 2: DIVE INTO CREATOR PATHWAY**

- Create free APA Marketplace account
- Join the DVE Creator's Guild (\$29/month with Pro Creator account)
- Start building your first digital product
- Consider Creator training programs (\$97-\$197)

#### **OPTION 3: DIVE INTO ENTREPRENEUR PATHWAY**

- Join Business Guild (\$47/month or \$470/year)
- Take Entrepreneurship Readiness Assessment
- Connect with established consultants
- Consider Business training programs (\$97-\$347)

#### **OPTION 4: EXPLORE BOTH PATHWAYS (HYBRID)**

- Join both Creator's Guild AND Business Guild
- Build products while planning services
- Test different income streams
- Scale based on what works for you

## OPTION 5: TALK IT THROUGH FIRST

- Book your free 15-minute consultation
- Discuss your Discovery Canvas results
- Get personalized guidance on which pathway makes sense
- Ask questions before committing

**Schedule Your 15-Minute Consultation** - <https://links.ivorey.io/widget/booking/V5JmazxfGSKQr1S7gO04>

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## QUESTIONS?



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## QUESTIONS ABOUT YOUR OPTIONS?

Reply to your results email anytime. I read every message and respond personally.

Need immediate support?

Email: [support@dawsonvisionaryenterprisesllc.com](mailto:support@dawsonvisionaryenterprisesllc.com)

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## READY TO TAKE THE LEAP?



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## YOU'VE TAKEN THE FIRST STEP

Completing this Discovery Canvas is a significant achievement. You've taken time to think intentionally about your economic empowerment journey - and that matters.

**This is YOUR journey. Move at YOUR pace. No pressure, no judgment.**

Whether you choose to explore with community support, dive into a specific pathway, or take more time to think - all of these are valid choices. The important thing is that you're thinking about possibilities and options for your financial future while staying connected to your advocacy mission.

**Your Mission. Your Financial Future. Both Matter.**

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### **Let's Connect!**

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