

# Opportunity Matrix

List your potential avenues of opportunity and score each one out of 10 for the categories below. Then total up the rows.

<b>Avenues</b> <i>List the avenues your career could take: skills, markets or job roles that you could monetise</i>	<b>Enthusiasm</b> <i>How much do you enjoy this field or working on this activity? Will that enthusiasm sustain if success is hard won?</i>	<b>Opportunity</b> <i>What is the income potential for this avenue? How big is the audience? Do they spend money? Can you challenge incumbents?</i>	<b>Credibility</b> <i>Do you have a track record in this field? Do you have the skills or qualifications to succeed in it? Will people buy you?</i>	<b>Total</b> <i>Total the score for each avenue</i>