

DISCOVER

YOUR TRANSFERABLE

Wisdom



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Discover Your Transferable Wisdom

A Reflection Sheet for Professionals Reinventing Life After 50

Purpose:

To help you identify what you already know, what you love to share, and how you might turn that knowledge into something marketable—like a coaching offer, a course, a blog, or a consulting service.

Step 1: Reflect on What You Know

(Think about your years of work experience, volunteer service, hobbies, and personal growth.)

What do people often come to you for help or advice on?

- _____
- _____

What skills or knowledge do you have that others might want to learn?

(Think beyond job titles. Consider communication, leadership, organizing, mentoring, tech-savviness, etc.)

- _____
- _____

What types of problems have you helped solve for others?

- _____
- _____

Step 2: Notice What You Enjoy Sharing

What topics do you feel energized talking about?

- _____

- _____

What do you find yourself teaching or explaining naturally—without even thinking of it as teaching?

- _____
- _____

What past experience or hard-earned lesson could become a message, method, or framework?

- _____
- _____

Step 3: Begin Connecting the Dots

If you were asked to give a short online workshop, what could you confidently teach today?

- _____

**What's one way you could deliver this knowledge?
(e.g., blog, mini-course, group session, coaching, writing)**

- _____

What kind of person might benefit most from learning this from you?

- _____

“Your lived experience is your greatest advantage. When you recognize the value of what you know, you open the door to a new kind of purpose—and a new kind of income.”

About the Author



You've worked hard to build your business, and now you want to expand your online reach without losing the personal connections that made it successful. That's exactly where I can help.

For 50 years, I've worked in customer service, banking, human resources, sales, coaching, mentoring, and digital marketing. Along the way, I discovered that while tactics change, one truth remains constant: **people do business with those they trust**. That's why I created my *CONNECT Framework*: a simple, practical system that helps entrepreneurs like you:

- Create authenticity
- Offer meaningful value
- Nurture relationships
- Network with purpose
- Establish trust
- Communicate consistently
- Target the right audience

When we work together, you'll learn how to build lasting client relationships that turn conversations into loyal, profitable connections, without sacrificing your values or feeling overwhelmed by technology.

Along the way, I've been honored to be recognized for my work, including mentions on HuffingtonPost.com as one of the *Top 100 Most Social Customer Service Pros on Twitter to Follow* and by GetApp.com as one of the *Top 15 Most Influential Customer Service Experts to Follow on Twitter*. I've also been named *Small Businessperson of the Year* for my area by Alignable multiple times between 2018 and 2025.

But at the heart of it all, what matters most to me is helping you build a business that reflects your experience, your values, and your vision so you can grow with confidence and create a business you love.

My simple mantra guides everything I do:

Focus on Relationships; the Money will Follow.

When I'm not mentoring business owners, you'll likely find me enjoying my tropical lifestyle, spending time in Bible education ministry, gardening, reading, or making memories with my husband, three daughters, and three delightful grandchildren.

If you're ready to build a business rooted in connection and trust, let's talk.

Connect with me here: <https://Linktr.ee/YvonneAJonesOnline>

Schedule your Discovery Session: <https://calendly.com/yvonneajones/30min>