

TURN YOUR *Expertise* INTO INFLUENCE, IMPACT, AND INCOME.

WHO

- Who are you professionally? I am a _____
 - Who are you socially? _____
 - Who are you imaginatively? _____
 - Who do you serve, provide for, or help? _____
- _____
- _____
- _____
- _____

WHAT

- What do you know? _____
 - What are you good at doing? _____
 - What do you think critically about or research? _____
 - What do you read? _____
 - What do you tell people you know? _____
 - What do you tell them you know how to do? _____
 - What do people say you are good at doing? _____
 - What have you done that you are proud of? _____
 - What are you good at doing that unconventional, odd, weird? _____
 - What are you exceptionally good at doing? _____
 - What can you talk about with anyone? _____
 - What problems can you solve? _____
- _____
- _____

WHEN

- When did you learn this knowledge? _____
 - When do you share it (time wise)? _____
 - When do others learn it or when would they? _____
 - When would crisis or pain teach what you know? _____
 - When would joy or victory teach it? _____
- _____
- _____

WHERE

- Where do you learn more? _____
 - Where is this information available? _____
 - Where do you share it? _____
 - Where do you collect and store new information? _____
- _____
- _____
- _____

HOW

- How do colleagues introduce you? _____
 - How do clients introduce / refer you? _____
 - How do you gather knowledge (tools, people, events)? _____
 - How are you sharing what you know? _____
 - How do others find your knowledge? _____
 - How do others respond when you share professionally? _____
 - How do others respond when you share casually? _____
- _____
- _____
- _____

WHY

- Why do you know this? _____
 - Why do you tell or teach others it? _____
 - Why do you provide this service? _____
 - Why is what you know relevant socially? _____
 - Why do people come to you it? _____
- _____
- _____
- _____



FREE *WiP* SESSION

SCAN THE QR CODE TO REGISTER

FOR A WRITING IN PROGRESS (WiP) SESSION!

YOUR EXPERTISE
already has value,
PUBLISHING UNLOCKS IT.