

Activity #1 Standing out in Your Industry

Decide who you are

1. Write out your answers to the following:

What am I passionate about?

Who am I passionate about?

What are 'they' passionate about?

2. Get specific with what makes you different. Write your industry designation in the box. Fill in the bubbles with three things that set you apart.

The diagram consists of a central rectangular box with a gold outline, positioned at the top. Below it are three circular bubbles, also with gold outlines, arranged in a triangular pattern: one on the left, one on the right, and one centered below the other two.



Be able to introduce yourself by filling in the following sentence.

I am a(n) [industry designation] who works at the intersection of _____, _____, and _____.

Expand here how each of these three things show up in your business.

3. 3 things to make you stand out

a. Brainstorm all the ways they can be bold, opinionated, and contrarian in your messaging and content

b. Write out three personal and/or three client stories you can use to put your personal spin on your topic

c. Brainstorm the things you want to share with your audience that you can give exceptional insights, guidance, and help



Content Schedule

Monday	Tuesday	Wednesday	Thursday	Friday

Activity #2 List Building Strategies

Lead Magnet (Freebie). List below the Lead Magnet(s) you presently have in place.

Contacts.

Create a list of at least 25 new people that may be interested in what you do to ask for their email addresses and/or offer Lead Magnet.

Write out other places you can get cold leads (e.g., Facebook friend list, groups, LinkedIn connections, networking, etc.).



Write out your cut & paste message that can be personalized.

Take Action.

Schedule time each day to 'farm' new (cold) prospects to add to your list.

Schedule weekly nurturing content to be sent to your list. Write out five content ideas here.