



## List Building and Generating Income with Expert Interviews

### Exercise 1: What's Your Platform

#### YOUR MESSAGE, MAGNETIC OFFER AND TRIBE

You may already feel confident with your positioning and message. If so, see if the process below can help you fine tune it further.

1. **Identify the terra-threat at the core of your work.** This is a term I borrowed from [Lance Secretan](#), leadership expert. It's those big threats/problems on the planet that you feel passionately about. You have an opinion that just won't quit. You'll be moved to take action and engage the solution to 'problem' somehow.

It may be something that you have personally experienced. Sometimes, it's something that's occurred to a loved one. It could also be some deep resonance to a cause that you can't ignore. It's compelling and the theme may be a frequent flier in your life.

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2. **Clarify your talent tool kit.** Take the time to explore the gifts that you bring to the table. This is your innate brilliance, those things you don't need the manual for (you could actually WRITE the manual), it's helpful to have this reflected back to you by others. Sometimes you're too close to it to be able to articulate it. It can show up naturally and dynamically as your speaking, writing, training, interviewing, coaching, mentoring, etc.

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3. **Describe your tribe, in specific and personal detail.** The more you know your tribe, and their pain and their passions, the better you can determine what potential speakers would be a great fit.

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4. **Name the top three problems you are here to solve for your tribe.** These should be problems that you see repeatedly and that you are especially masterful at solving.

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### GATHER CRITERIA THAT STRENGTHENS YOUR PLATFORM

In order to position yourself strongly it's important to be able to clearly illustrate your expertise and reach.

1. List any accomplishments that are related to your topic of expertise or your potential JV partner.

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2. List any positions or associations that strengthen your platform or position you favorably with your potential JV partner.

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3. List any colleagues, mentors or clients that you've partnered with that relate to your platform or potential JV partner.

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4. What's your mailing list size? \_\_\_\_\_

5. Total your social media reach: Facebook, Twitter and Linked In: \_\_\_\_\_

Draft a brief introduction for yourself to use when contacting potential speakers:

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