



List Building and Generating Income with Expert Interviews

Exercise 2: Identify Potential Expert Topics

Think of the problems that you've overcome, that you share with your tribe, and that your experience solves expertly.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.



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THE PROBLEM GRID

From the above list, circle the top 3 that you hear your clients MOST commonly complain about. Pick ONE and place it in the center of the Problem Grid below. Go around the grid and brainstorm 8 ways that you solve the problem specifically.

Solution 7	Solution 8	Solution 1
Solution 6	Your tribe's most common problem	Solution 2
Solution 5	Solution 4	Solution 3



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Brainstorm some topic titles to illustrate solutions to this problem, whether they're your own or can be delivered by another:

Example: *7-Step Strategy to Grow Your List & Generate Income with Expert Interviews*

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____

