

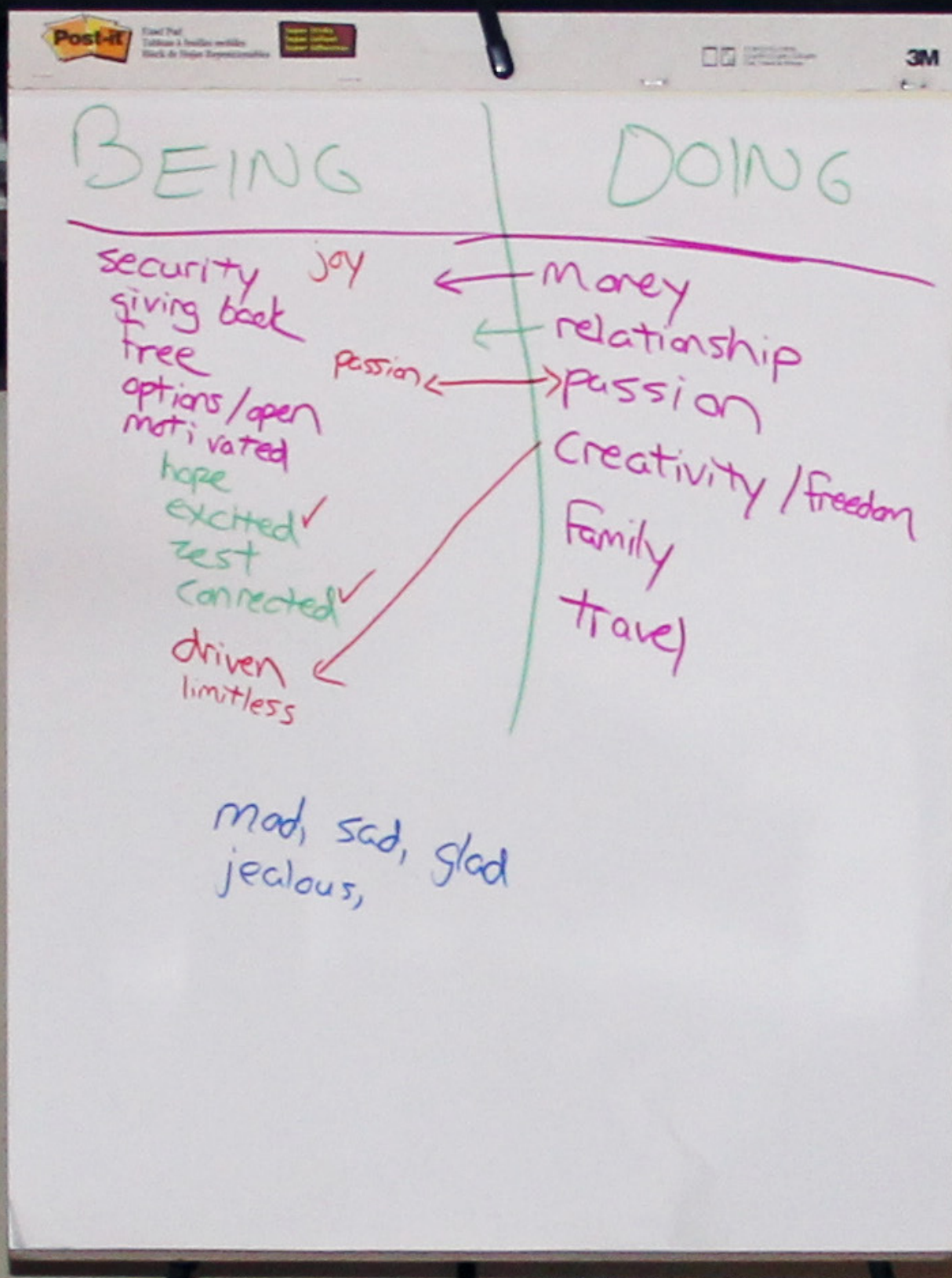
WHY ARE YOU AN EXPERT?

SIMPLE QUESTIONS TO HELP YOU
UNDERSTAND WHAT WILL MAKE YOU
UNIQUE, POWERFUL, AND PROFITABLE.



KEN COURSE -
YOUR MOMENTUM NOW





EVERYONE IS
AN EXPERT.

THE BAD NEWS: THERE'S NO "DEGREE" IN BEING AN EXPERT. YOU HAVE TO CREATE YOUR STAGE!

Your expert position is understanding the basics - why, how, and what - you have to offer to the world or your audience.

Being an expert means only one thing: that you're willing to share your skills, advice, experience, and story with the world.

This toolkit is just the start - there is ***much more*** available at **exploremomentum.com** if you need additional support and training.

The order of these questions is important. Becoming a well known speaker or expert starts by attracting the right audience, understanding their problems or needs, developing a solution, and integrating yourself and your personality in the final product.

Some of this journey will require you to ask questions of others - people you know, have worked with in the past, or potential clients.

The more you are willing to take on feedback, look at yourself objectively, and value your experience, skills, and personality - the faster you will work through this process.

THE STAGES:

- Determining your ideal audience, customer, viewer, or participant.
- Understanding how what you know solves a problem, meets a need, or develops a skill.
- Positioning yourself based on the urgency of that need - how important is it to them to get this information?
- The Research Phase: Who else is doing what you want to do?
- Creating a Customer Journey.
- Linking Your Journey to the Customer's Journey.
- Valuing Yourself and Your Skill.
- Building a Plan





STEP 1.
WHO IS YOUR AUDIENCE?

Some of this will require you to stretch your imagination a little. Do what you can to get yourself **in a state where you can focus**. Imagine that you're sitting at a table with the perfect client or audience member for you - whomever they may be. Give them a name. What's their name?

Great! You don't know this person - so start asking them some questions about their life. **How old** are they? **Where do they live?** Do they have a **family**? What do they do for **fun**? The more detail you can imagine here, the better:



What is the biggest problem or challenge that this person is facing in their life right now?

What is so frustrating about this problem? How do they describe their frustration, pain, hatred, or anger about this issue?



How would this person feel once the problem was gone? How would their life be different? What would they be doing?

What is something that you can PROMISE this person about how you will help them work on this problem or challenge? **This should be something you can absolutely guarantee, without a doubt, you can do.**



WHAT DOES AN EXPERT PROVIDE TO THEIR AUDIENCE OR CLIENTS?

WHY DIDN'T I START BY HAVING YOU THINK ABOUT YOURSELF?

The next section will cover much of what you need to know about **yourself** - but attracting others to your passion, mission, cause, or efforts starts with **them** - **not you**.

Your client decides if you are worth it to them - but you decide the price.

The more your speaking, training, videos, books, or any material speaks directly at the person you mentioned above, the more successful you will become.

- Solutions
- Skills
- Training
- Examples
- Support
- Community
- Personal Development
- Belief
- Happiness
- Hope
- Understanding
- Sympathy/Empathy
- Guidance
- A Clear Path





STEP 2.
WHY ARE YOU AN EXPERT?

What are your areas of **mastery** in your skills and experience? Almost everyone has **one or two areas of mastery** - where they've spent the bulk of their time, effort, and energy developing their skills and experience. (Areas where you've spent 5,000 - 10,000 hours of time.)

What skills or experience have you been **paid for** in the past. These do not necessarily have to relate to your areas of mastery or work in this area.



Why are you PERSONALLY passionate about sharing your skills, experience, and story with your audience? What's in it for you?

How does the combination of these three answers - your passion, mastery, and expertise - make you different from other people who might be in the same field or industry?



When you're hanging out with friends or colleagues - how do they describe your personality? What stands out about you to others?

If you currently have material - are these aspects of your personality reflected in your material? Your headshots, program covers, websites, etc.?





STEP 3.
WHY THEY NEED YOU

In Step 1 - you wrote about the frustration that your client is experiencing with their problems and challenges. **How urgent** is it to them that they get help with this issue? (Use a scale from 1 to 10 if necessary). Why is it so important they start now?

What happens if they do absolutely nothing - meaning they have a conversation with you, hear you talk, or look at your materials - and go on living the same way they are right now?



What is the timeline it takes for you to empower, educate, train, or work with someone to help them get to your level of skill or understanding?

What would be the timeline if someone tried to do it all on their own?

How much would it be worth to someone to get your timeline vs. the timeline of trying to do it on their own?





STEP 4. CREATING A JOURNEY

WITHOUT WORRYING about specific products, programs, events, trainings, or anything you have now - what are the steps that your client goes through to get from where they are now to where you are taking them?



What do you **currently** have in place in terms of presentations, training, products, programs, books, or education to complete that journey?

What do you **need to create** to complete that journey?



What steps about **YOUR** personal experience to build your skills or experience is different than the journey you just imagined for your client?

What are the shortcuts? Improvements? Optimizations?



What would it have been worth **to you** to have those shortcuts, improvements, or optimizations when you were developing your skills or experience?



GREATEST NEEDS...LEAST RESOURCES

- OUTREACH IS BASICALLY MARKETING WITHOUT A BUDGET.
- STILL NEED PROMISE AND PROOF OF CONCEPT



STEP 5.
KNOW YOU'RE WORTH IT

What is the MINIMUM someone could get out of working with you?
If they only got ONE outcome, the minimum possible outcome, what would they get?

What is the MAXIMUM someone could get out of working with you?
If they only got ONE outcome, the maximum possible outcome, what would they get?



If your client did every step of your process - from the very beginning to the very end - how much will they have invested in you and your business?

If you already have clients - are you currently charging these prices/rates?





STEP 6. BUILDING YOUR PLAN

What do you already have in place to start working with your ideal clients?

What are the things that you need to put in place over the next 90 days?



Which areas require the most **HELP OR SUPPORT?**

What are some skills that you don't currently have that you need?

Who are some teammates that you need that you're not sure how to find?

What are some resources you need that you need to get?



BEING A SPEAKER OR EXPERT ISN'T A DREAM - IT'S A SYSTEM.

Notice that most of the questions in this toolkit are about two things:

Your Perfect Customer

The Shared Emotions and Experience

Your expert positioning starts here - with focusing on these two things and tailoring any business model or system you create directly to that experience.

The system is actually the *easy* part - even though it may seem the most intimidating.

IT'S ALL MADE UP.

In nearly 15 years working as a speaker, expert, trainer, and educator myself - I was never handed a comprehensive guide to the expert industry.

For the most part **it's all the opinion of the experts, mentors, coaches, and community that you trust.**

There's nothing wrong with this - as long as it *gets you into a profitable business.*

The most important step in this whole process is the step you've just taken - understanding your own expertise, value, worth, and how it can transform the lives of those around you.

The specifics are exactly why **my passion** has been on helping other aspiring leaders, experts, and speakers to build successful businesses.



WHAT IF THIS FEELS HARDER THAN YOU THOUGHT?

Were some of these questions
too hard to answer?

Are you missing critical pieces?

Do you need to know more
about how to build a successful
plan?

What if you "don't know what
you don't know" about how to
develop your presentations,
products, programs, or
training?

I've got great news for you!

WE'RE HERE TO HELP!

Your Momentum Now is a
community of speakers,
experts, trainers, and creators
just like you.

This is what we do every single
day - at live events, on
webinars, during virtual
summits, interviews, and in
products or programs.

So how do you start?

Visit yourmomentumnow.com
and join our community - or
request individual help to
complete this toolkit and get
on your way to turning **your
mouth into money.**

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