



Module 8: Business Building: Class #4

POSITION YOURSELF AS AN EXPERT

- An expert is somebody who _____ a really _____ level of _____ and of _____ on a certain subject.
- Where does _____ come from?
_____ comes from _____.
- Coaches must put a _____ out there.
- Always come from a _____ of _____ for the greater _____.
- The thing that makes you an authority and the most valuable thing you'll have for any client is the fact that you have _____.



- A coach, as an expert, is not someone who has a detached _____ . He/She has a _____ and is supporting clients _____ to reach a certain _____ , towards their goals.
- Your work as a coach and an expert is based on _____ and _____ .

MOVING FORWARD IN YOUR PRACTICE

1. What _____ you the most in your _____ or your _____ right now?
2. What are you the most _____ to _____ this year in your _____ or your _____ ?



3. What do you think it would take to _____ your
_____ or your _____ or your
_____ this year?

4. What have you _____ in this area before ? what have you
learned?

5. What have you _____ in this
area before ? what have you learned?

6. What have you tried in this area before to _____ your
business or your LIFE?

7. Share your _____ of _____. And the
next thing that helps position you is to share your story of
_____ a _____.

8. It typically takes someone _____ times to see something
before _____ they _____ buy _____ it.



9. Give _____ quality of material away! Why? It does two things:

- It gives value to the people who _____
_____ buy or can't _____
to buy immediately.
- It leads eventually to more _____

10. Read as many books as you can to get to know all the _____
about the things you want to _____, to become an

WHAT IS YOUR _____?



10 STEPS TO PROSPER FINANCIALLY WITH YOUR INFORMATION/EXPERTISE

A. LIST POSSIBLE _____ MARKETS YOU COULD SERVE.

1. Who might be most _____ for what you do/know?
2. Who could spend the most _____ for what you do/know?
3. Who _____ have the most prosperity from what you do/know? Who can you really _____?
4. Can you _____ those people (e.g. mailing lists, conferences, trade publications)?
5. Have they demonstrated a willingness to spend _____ on our type of product/service?
6. Are they _____ ?



7. Are there any other _____ or _____
who don't offer exactly the same products and who probably have mailing lists
and email addresses? If so, you might be able to do a joint venture.

B. KNOW YOUR CLIENTS IN THESE _____ MARKETS.

1. Have you _____ 5 people in this niche?
2. What are the biggest _____ they face?
3. What are their biggest _____?
4. What are their greatest _____?
5. What are they most _____ about? What is their biggest
_____?
6. What _____ and _____ do they
have?
7. What _____ do they read?
8. What other _____ do they buy?
9. If they don't buy from you, how else do they solve the _____?

C. DECIDE ON YOUR _____ MARKET



D. STUDY WHO SELLS TO THIS _____ MARKET

1. Get their _____ .
2. Study their _____ copy and note the lessons you can learn from them.
3. What is their _____ for doing business?
4. Could you do a _____ with them?

E. DECIDE WHAT TO _____ YOUR _____ CLIENTS AND _____.

F. DECIDE _____ TO OFFER IT TO

G. DECIDE WHAT _____ OF SELLING YOU'RE GOING TO USE TO CLOSE SALES

H. DECIDE _____ YOU'RE GOING TO GENERATE _____ OR DRIVE _____

I. _____ YOUR PLAN.