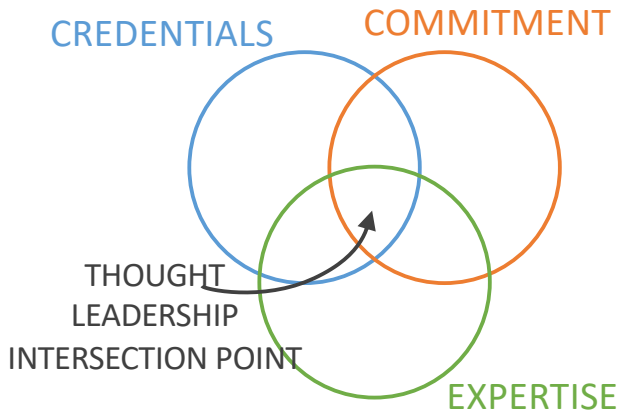


WORKSHEET 1.2: WHAT ARE THE REASONS TO BELIEVE?

Today's date:

My thought leadership niche is:

Once you've selected a thought leadership niche, it is important to think through what evidence you have that will support your credibility in that arena. What proof can you offer that substantiates your expertise and commitment? Use the questions on this worksheet to begin to develop this proof.



CREDENTIALS:

What degrees, certifications, have you earned?

What brands and/or reputable companies have you worked for?

What industries have you worked in? What roles have you held?

What classes are you taking? What are you studying?

COMMITMENT:

How have you devoted your time to this niche (e.g., hobbies, reading, serving on a committee, volunteer work, podcasts, learning trips)?

What can you speak at length about? What topic are you drawn to?

Is there a real problem that you want to solve or a challenge you want to take on?

Is there a group of people that you stand for and with?

EXPERTISE:

What skills or talents have you developed?

Is there a topic/arena where you've become known? Do others call you to get your advice or counsel around one topic area?

Have you gotten your expertise through your life circumstances or the "school of hard knocks"? That counts, too! Add details below.

Studies have shown that the hours we spend doing one thing make us the expert. Is there one thing you've done/studied for hundreds of hours?