- Knowledge View -

Use this document to write about what you KNOW. What do you know more about then 90% of the the population? Don't under-estimate what you know.

Who am I?

Write out a little bit about yourself here. You are creating a business around your knowledge and YOU, so write a little bit about yourself. Relax and have fun with it. Let your personality show through and let us get to know you, particularly as it relates to your area of expertise.

What do I know?

Talk about what knowledge you have that you know more about than 90% of the population. When your friends, family, colleagues or others ask you for help with something, what are they asking for help with? If you think you don't know enough about your area of expertise, imagine you are in a crowded restaurant. Who is most likely the most knowledgable person about your topic in that restaurant?

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HOW TO QUIT WORKING

Lifestyle Blueprint

A no-nonsense guide to creating a life of FREEDOM with what you KNOW instead of just getting paid for what you DO.

How did I get this knowledge?

What did you do, not to, experience, discover, learn or whatever you did to get this knowledge, message or perspective? Tell us about your journey. These stories usually aren't pretty. There is usually some struggle involved and that's OK to talk about. It's part of what makes your perspective unique. Just relax and let it flow.

WHY do I want to spread this knowledge?

Nothing is more important to having a successful expert lifestyle business than knowing WHY you care about this. Why this instead of something else? Knowing this will help you connect with your clients and prospects and keep you motivated each day. Don't gloss over this section. It's important.

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