

[00:00](#)

Hey there, and welcome back to module six, lesson one. So let's talk all about organizing your expertise. I hope that you did the brainstorming exercise friend, that creative burst because we're really going to be leveraging what you already have created. So this lesson is pretty robust. I want you to really dive in and hopefully you'll have some time to concentrate on this video because we're going to be moving through some crucial steps that you'll need for the next lesson.

[00:29](#)

Alright, so practically speaking, this process is going to help you clarify and organize your expertise. I want this also to be able to justify products or services rather than creating things willy nilly or offering things willy nilly. This is going to help you ultimately to figure out what exactly to post, whether it's on your blog or social media and what you could talk about or speak about if the opportunity arises. This also helps you to understand the gaps that you have in your product offerings. So by the end of this module, and also the end, a little bit of this lesson, you'll see some of this and also the process for your clients and customers to buy from you and verticals, really do help you if you want to become guest expert or speaker in the future. So in this lesson we're going to walk through one of your content areas today and you can go through this multiple times to figure out the process for your different verticals.

[01:24](#)

But for the sake of this, I want you to look back on your brainstorm and pause this video. Go ahead and look back on it, look at the themes, look at the umbrella topics that you talk about or want to talk about and see what makes sense. Choose one to three vertical topics, and I need you to solidify these one, two, three vertical topics. And you're, if you're like stuck, you have no idea. Go to the facebook community, ask the question, maybe we can help you narrow it down. This is imperative. You can not be wishy washy about this as you move forward because this is how you start to really build out your business verticals. So take a pause and go do this.

[02:03](#)

All right, we're picking one of those one, two, three verticals and we're moving through the exercise of understanding your full entire vertical. So we'll go through each vertical topic. So you want to repeat this process for each topic. Okay? what I want you to do is follow along in the workbook. I'm going to start describing things and I want you to follow along, but don't work ahead. Don't work ahead. So the first one, let's call this donut one donut one is the philosophy. So this makes you think about module three, and this work will factor in all that we talked about, right? What do you want to be known for? What do you know about this particular topic? So when you think about this particular topic, whichever vertical topic you thought about, what do you want your is to know about this particular topic? Do you have a signature process or how you this offer? Right? Remember back to how you do your secret sauce, all of that stuff that we talked about in module three really is applicable here. What competencies do you have around this topic? Maybe you got a degree in it or maybe you have a certification. Do you have any special training that allows you to really boast what you know about this topic

[03:19](#)

or maybe you can even tie in some of the academic training that you had and infuse that into your work.

[03:25](#)

The second thing I want you to think about is do you have any catch phrases or words or maybe hashtags even that you use to describe this particular piece of your work? Is there a look or a phrase that describes it? So if you're an artist or if you sell a particular types of products, this might be a more applicable way to think about it. What is the look that you have that makes you different than anybody else? This is a little bit more of a loose interpretation of philosophy and that's totally fine. This is like the external version, the extension of your brand, and I want you to start thinking about what this looks like. Okay? Another thing that I want you to think about is what do others say? We don't want to think about comparison all that much, but this is one place you do want to think about other people in your industry and what is an unpopular opinion you hold.

[04:18](#)

Maybe you disagree about something with your biggest competitor, maybe others in your industry say something that you completely don't agree with. What is something that drives you bonkers? When people misunderstand, maybe there's a word that people misuse. I know that one of my editor friends, Jodi Brandon, she talks about the different uses of words and how incorrect they are or how you should or shouldn't use them in particular scenarios. So what are some things that drive you bananas? This is another way to, as you add your personality and infuse your personal touch into your work, and so this is something that you really want to lean into and spend some time thinking about. What the last thing is. What else do you believe? Right? There's so many things that people say about every topic and what is your personal opinion about this topic and adding that to this makes your offer, makes your vertical really, really rich.

[05:16](#)

Second Donut, so let's call this donut two is your stories, so I want you to think about any and all stories that come up for this particular topic. Let's say that you are talking about web design and you have web design topic, but the specific vertical under website design. Apparently I can't say that word. Web Design is about Seo, right? And one of the things that makes us super unique is that you really focus on the Seo component and you have an incredible client story about how you do SEO and how this person has gotten onto the first page of Google and then got found by Oprah magazine and got featured, right? That is an incredible client story that you can highlight and share with the world. Even if it's not Oprah. You can still find these awesome stories about your clients that you can share and make it so compelling.

[06:09](#)

It can be like a testimonial, but honestly, it's kind of like just sharing the day to day stuff that you see, um, and why this vertical is incredibly important to you. Why Seo or why this particular vertical is important to your business. Another way to come at it is your personal story. So are there any other things that your dreamy or person needs to know that would help you stand apart from your competition? Maybe it's that training once again, right? Maybe it's that one thing that your professor said or one thing that your parents said as you were

growing up that made this so important and why you're doing this as your life's work. So just a side note about stories. If you're not a natural storyteller, I am certainly not a natural storyteller. I know that as a human, we are all natural story learners.

[06:57](#)

Even if you're not a great storyteller, you know that you learn with stories. When I give you an example, when people give you examples, when you hear an example on a podcast, you remember that thing so much better. So go into the visceral story. Not the chronological length, it's actually probably relatively short. What you see, what you smell, what you taste, what you feel, what you sense all of that. That makes it real. So let me give you a quick example of this. Rather than saying I was burnt out and I was driving home from work and spending lots of time in the car and that's why I quit my job. Instead of that, I could say something like, there was this moment that I can totally remember. I was sitting in my car and it was a hot summer day and my four month old son was in the backseat.

[07:44](#)

We had just gotten back from maternity leave and we were driving two hours each way back and forth from my work. And one day I picked him up from school and I remember him crying his eyes out in his little car seat and I can barely see his face because the mirror was facing the wrong way. And I remember him crying and screaming and he was just choking. Oh. And in the process, I remember singing lullaby after boulevard, after Lullaby, trying to coax him. And he would just keep crying louder and louder. So in those two examples, which one feels more like a, like a story that you'd remember? It's probably the one where I was singing the lullabies, right? And you remember those small things because you empathize with those things, even if you're not a mom, even if you've never been there, you have seen something like this, you have empathized with it, and you feel that emotion.

[08:38](#)

So pulling out those emotions, filling out those smell, taste, hear, since all of those things make it real for the listener and makes it even more of a compelling thing. So what you're doing in this particular category for your stories is to think of different examples of when you had something happen, whether it's with your clients or with you, and you can just jot down a quick note that says, um, let's say it was Janet something or other, or let's say it was Janet's Fifteenth Birthday, or you know, mom said, stop it, or something like that. If it triggers your memory about that particular story, just put it in it. What we're trying to do here is create a library of stories for yourself so that you can move forward and use them in future storytelling.

[09:25](#)

Alright, donut number three is the empathy reflection. Remember what this is. These are the pain points. These are the pain points of your dreaming dreams. So remember what their struggles, frustrations, concerns are. So I want you to remember what are they wondering? What are they thinking about as it pertains to this particular vertical? Right? This particular topic, what are your dreamies wondering? Are they even thinking about it? Sometimes they're not, right? What are they fed up with? Maybe they're sick and tired of something

and they're just sick and tired of not being found on Google. They feel like they've been doing all the things they're posting on social media, but honestly their website gets absolutely no traffic. How do they do better? Maybe it's Seo, right? Like going back to the Seo topic, what are they absolutely fed up with? Get to that. I'm writing down what they're struggling with, right?

[10:19](#)

What are they struggling with? What are they still stuck on? Maybe it's that they haven't gotten clarity, and really ultimately getting clarity on this for your dreamies will allow you to see what's possible for them if the struggle did not exist. Does that make sense? So like if they understood what was happening and they knew the solution, this thing would not exist. And then ultimately what do they wish was different? So what are they ready to see each different? See a change in, in answering this question allows you to solve a problem, um, and give them a solution. So this tells us that they are primed for whatever offer you create and ultimately they are ready to buy from you. So these empathy reflections are really incredibly important and I want you to jot them down. Did you write it in their words? And if you did the homework in module three where you did your client interview or did your client surveys, this is where your hard work is rewarded because we want to write these down verbatim. Alright? So I want you to spend some time maybe going back to philosophy stories and the empathy reflections and jotting these down. This is the end of lesson one, you have made it, but you really need to start thinking about these in writing them down because we're going to be filling this out for each of your verticals. Don't get overwhelmed yet, but we want you to start thinking about these three things in the bigger boxes and then we can start filtering them in and organizing them in the next lesson. See you in lesson two.