

RF | Robin Farmanfarmaian

The Thought Leader Formula Workbook

*Strategically Leverage Your
Expertise to Drive Business
& Career Goals*

1

Action Items

1. What is your why, the reason you do what you do?
2. What is your overarching goal for You, Inc.? What are your three- or five-year goals?
3. Identify your current skillset:
 - What is your professional and educational background?
 - At what do people say you excel?
 - Are there any other high-level skills you possess?
 - What skills do you want to have?
 - What skills do you need to have to stay ahead of the technology curve?

Next to the above skills, indicate how they can be monetized in relation to your main goals.

4. What skills would you like to develop as you move forward? What skills do you need to have to be a thought leader in your space?

2

Action Items

Multiple Revenue Streams

1. What are your current revenue streams?
2. What percentage of income is each stream?
3. What other revenue streams could you potentially develop?
4. How do these fit in with your skillset?
5. What revenue streams would you like to pursue over the next year?
6. What skills do you need to learn, or what people do you need to hire to help you develop these revenue streams?

3

Action Items

This is a Business

1. What is your first year budget?

Here are some basic prices to help you estimate a budget for different items, but all can vary widely and go either higher or lower than these examples.

- PR: \$15,000 for three months
- Marketing: \$12,000 for three months
- Website developers: \$500 to \$5,000
- Keynote script writers \$1,000 to \$10,000
- Graphic designers: \$50 to \$200/hr
- Virtual assistants
- Software and hardware
- Flights: \$500 to \$2,000 per trip
- Hotel: \$200 to \$400/night
- Coaches \$200 to \$3,000/hr
- Conference fees \$100 to \$2,000 and up

4

Action Items

Confidence and Credibility

1. Brainstorm five to ten keywords/hashtags around your subject area.
2. List people who are thought leaders in your space, who could be possible role models, advisors, or mentors.
 - a. Search conferences in your field and list the speakers in a spreadsheet. Record both the conferences with their URLs, and separately the speakers.
 - b. General Google search, general YouTube search.
 - c. Amazon search for relevant books and authors.
 - d. Social media search.
 - e. Identify three to five relevant “lists,” like Forbes 40 under 40, or any of the Top 100 lists. Record the lists and previous honorees that are relevant to what you are doing.

5

Action Items

Branding

Part 1: Components of your brand:

- a. What's your fundamental truth, something you believe that others might not also believe?
- b. How do you "walk the talk"?
- c. What gives rise to your credibility? This can be education, previous experience, affiliations, or even a single event.

Part 2: Expression of your brand:

Choose or take a new headshot photo: high res, full face, solid background color, great lighting, and only includes you in your signature look.

5 Continued

Set a timer for five minutes for each of the next 4, then brainstorm to generate notes for each of these four other major elements of your brand.

Total time: twenty minutes

- 1) Tagline
- 2) Ten to twenty catchphrases
- 3) Two or three bio lengths
- 4) Elevator pitch

Part 3: Put your branding into action:

Create (or hire someone to create) social media banners and posts that will highlight your goal, tagline, fundamental truth, or some of your catchphrases.

Optional: Hire a company or consultant to help you craft your bios. If you go this route, then actually take a step.

6

Action Items

Content

Pretend you are writing a book. Outline the following:

1. What's the title—the three or four words that sum up the main theme of your platform?
2. Write the subtitle; this should expand and reinforce the title in six or seven words.
3. Write the ideal quote on the front cover, including who might be a great option to write that quote.
4. What are you wearing and doing in the photo on the cover? What does the background look like?

6 Continued

Now take some time to define your market so you can choose the right content channels.

5. To begin, outline 3 avatars of the ideal type of person you want to reach.

For each avatar, consider the following:

Age/generation	Children
Gender	Health
Job	Interests or hobbies
Industry	Values
Education	What social media channels & type
Location	of content do they consume?
Marital status	Anything else relevant?

6. What distribution channels and content types do you enjoy?

7. Now compare. Where do you and your avatars intersect?
Choose one to three channels to focus on, at least initially.

7

Action Items

Networking

1. On your thought leaders spreadsheet tab, include a “goal” column, to indicate things like “mentor, partner, event organizer, part of my ecosystem, funding”.
2. On your conferences spreadsheet tab, mark the conferences you can attend in the next two months. Make a column to list relevant attendees, speakers, and sponsors who might attend you specifically want to meet.
3. Commit & calendar at least 2 events in the next 2 months.
4. Create a database of networking contacts:
 - a. Find all the business cards lying around the office and home and put them in an envelope.
 - b. Hire someone to scan cards into a spreadsheet.
 - c. Upload the spreadsheet of cards to LinkedIn and auto-connect with everyone.

8

Action Items

Preparing for Your First Presentation

1. What key points will establish your credibility? Pick a storytelling formula to shape your content.
2. What audience engagement questions seem to flow from your narrative arc and content? How can you get the audience emotionally engaged and responding?
3. What three points do you want your audience to take away?
4. Hire a presentation or script writer to help you create that first story line. (optional)
5. Hire a slide designer (optional)
6. Create a checklist for practicing your keynote.
7. Choose which coaches and classes you want to pursue to improve your stage presence and presentation delivery.

9

Action Items

Getting on Stage

1. Set a goal for a number of speaking engagements you want in the next 1-3 years, or set a goal for your first speaking engagement by X date.

Make it realistic, but still a stretch goal.

2. Look at your conference tab, choose which you want to apply first, and add any other relevant events.

3. Apply to speak at the identified conferences, or outsource this task to your team.

4. If you don't yet have a video, choose a way to get one recorded. If you have a video, skip this step.

Note: Some of the applications ask for a link to a video, so plan to record a video before applying if you don't have one yet.

9 Continued

- a. How will you get that first video? Choose now whether to film a video in your office or home, or if you need to rent a space for a few hours.
- b. Decide whether you are going to have anyone in the audience (friends) and reach out to them.
- c. Set the date on your calendar to record the video.
- d. Choose a video editor or, if you are planning on doing it yourself, get video editing software.

5. *Optional:*

Hire someone to help you get on stage - your own business development dept. Here's the hack: find a speaker who has been on appropriate stages, or an event organizer with a relevant event network, and ask if you can hire them for introductions. Remember to make it worth their while; they likely haven't been hired for this before.

10 *Action Items*

Time Management

1. Pick one time-saving tip and start practicing.

2. Use this decision worksheet to make decisions. Set a 5 minute timer, this will prevent you from thinking too much.
 - a. What's the decision to be made?

 - b. What other things do you need to consider?

 - c. If you decide to do this, what would be the immediate consequences?

 - d. What would the consequences be if you delayed the decision?

 - e. What's the best thing that could come from your decision?

 - f. After answering questions one through five, what fears or anxieties do you still have?

 - g. Write your decision here: _____