



DISCOVER YOUR AVATAR

Building a
THOUGHT LEADER

**Discover Your Hidden
Expertise and Define Your
Professional Voice**

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CREATE YOUR AVATAR

Think of a REAL person you've helped or want to help.

1. Who are they? Describe their role, age range, professional context

2. What keeps them up at night? What's their biggest struggle related to your expertise?

3. What do they want? What goal or transformation are they seeking?

4. Give your person a name:

My avatar's name is: _____

NOTES FROM TABLE SHARE:

What did you hear from others at your table?



CRAFT YOUR EXPERTISE STATEMENT

The Formula:
I help [YOUR AVATAR] to [ACHIEVE DESIRED OUTCOME] by/through
[YOUR UNIQUE APPROACH]

VERSION 1:

I help _____
to _____
by/through _____

VERSION 2:

I help _____
to _____
by/through _____

VERSION 3:

I help _____
to _____
by/through _____

MY BEST VERSION (circle or highlight your favorite above, then write a clean version of it here!):



CRAFT YOUR EXPERTISE STATEMENT

FEEDBACK FROM PARTNER:

What did they reflect back to you?

YOUR 7-DAY CHALLENGE

Within 7 days, I commit to:

- Share my expertise statement with 3 people and ask for feedback
- Post, share, or speak my expertise ONCE where my avatar will see it
- Connect with one person from this room

Notes/Ideas:

THANK YOU!
STAY CONNECTED!
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