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*It's hard to be outstanding if you don't stand out.*

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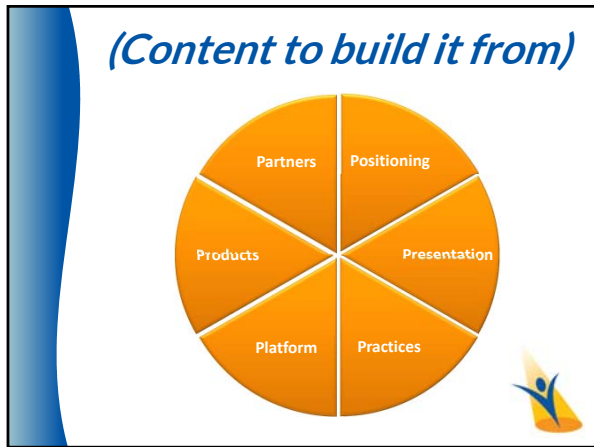
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## The Big Leap

<http://amzn.to/bigleapbook>

**Expert Visibility**

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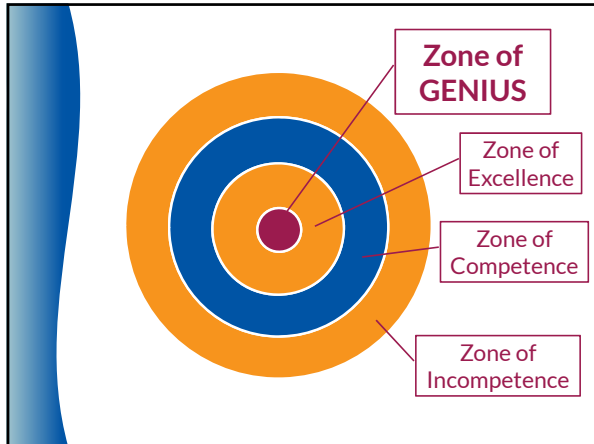
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## Quick Tip: Fiverr.com

I will sing happy birthday with this goofy hat to whoever you want for \$5

100% customer service. Make someone's day special. [By danielc](#) [14](#) [order now!](#)

I will record Any Voice Over in A Native British Accent for \$5

I am a male native English speaker from London and... [By london](#) [20](#) [order now!](#)

I will draw you as your favorite POKEMON for \$5

Ever wondered what you would look like as Pikachu? Eevee? Meowth, even?? Well now you... [By jaydab](#) [10](#) [order now!](#)

I will dance for 50 seconds to any song as naughty panda for \$5

Make someone's day special. I will dance for 50 seconds... [By alexandria](#) [14](#) [order now!](#)

I will record a voice over for you for \$5

I will record a 60 second spot for you to use however you want. You can use it for a podcast... [By kateandrews](#) [10](#) [order now!](#)

Expert Visibility

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# Fiverr - Before



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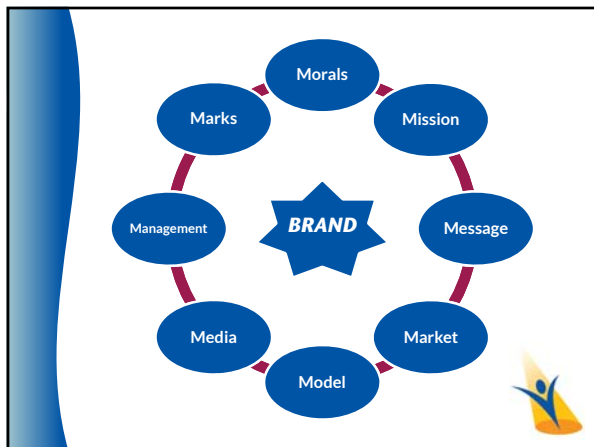
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**Positioning**  
*Morals/Values*

The slide features a stylized logo on the left consisting of a blue figure with arms raised inside a yellow cone. The background is a gradient of orange and white with wavy lines.

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**8 M's: Morals**

Your most important personal values must **SHOW UP** in your brand

Expert Visibility

The slide shows a man in a black suit from behind, with his hands behind his back. The background is a gradient of blue and white.

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**8 M's: Morals**

Lifestyle design is key consideration

What do you want your day to look like?

Expert Visibility

The slide features a photograph of a red coffee cup on a saucer on a wooden table. The background is a gradient of blue and white.

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**Positioning**  
*Your Mission*

The slide features a stylized logo of a person jumping inside a yellow cone on the left. The background is white with orange wavy borders at the top and bottom.

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### Mission

- Morals/Values
- Lifestyle Design (Dream & Now)
- Why- for me
- Why- for audience
- Write your own summary statement



The slide has a blue header with the word "Mission" in white. The main content is on a white background with a blue footer containing the "Expert Visibility" logo.

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### 4 Currencies (MEAT):



- Money
- Energy
- Attention
- Time



The slide features a stack of gold coins on the left. The four currencies are listed in colored boxes: Money (orange), Energy (blue), Attention (orange), and Time (blue). The slide has a blue header and footer with the "Expert Visibility" logo.

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## 4 Currencies (MEAT):



 Expert Visibility

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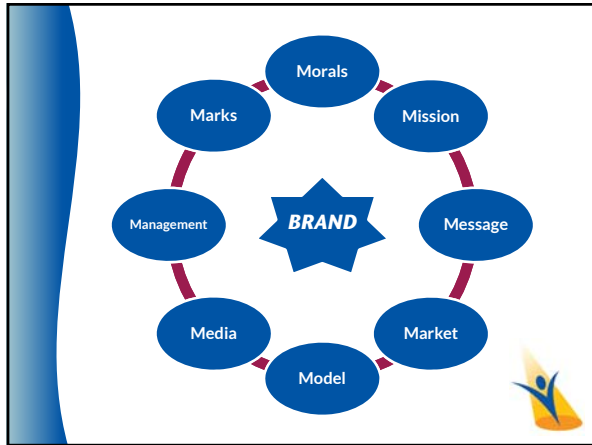
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**Positioning**  
*Your Message:  
Authority Roles*

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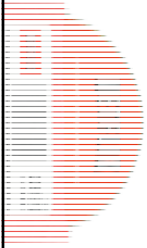
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## Innovator



- Do something nobody's ever done before, invent something
- Clutter Diet, Netflix



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## Trailblazer



- Be the first to step forward
- Tim Ferriss, David Allen- GTD



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## Pacesetter



- We need to do it better, we need to step up
- Good to Great



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## Insider



- Valuable inside scoop
- Gossip columnists, political pundits



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## Interpreter



- Makes complicated understandable
- Dr. Oz



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## Personality



- Very distinctive personality or style
- Dr. Ruth



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## Achiever



 Expert Visibility

- Done something extraordinary
- Anthony Robles

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## Crossover



 Expert Visibility

- Take success in one area and cross over to another
- Tom Ford, Bonnie Raitt

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## Forecaster



 Expert Visibility

- Trendspotter, predict the future
- Faith Popcorn, John Zogby

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## Truth Teller



- The emperor has no clothes!
- Bill Maher, Wikileaks, pundits



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## Watchdog



- Looking out for your audience
- Consumer Reports, Clark Howard



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## Contrarian



- You think this, but it's really THIS
- Gavin deBecker, Freakonomics



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## Deep Diver



- Everyone else is just scratching the surface
- Ken Burns



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## Niche Specialist



- Dominate a sliver of your industry
- Judith Kolberg



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## Pulse Taker



- Create relevant, compelling data
- Jason Dorsey – Center for Generational Kinetics



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## Synthesizer



- Puts research together as a curator
- Internet marketers



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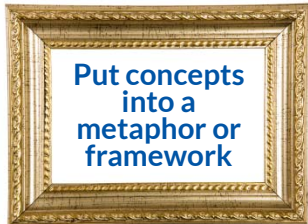
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## Framer



Put concepts into a metaphor or framework

- Clutter Diet-organizing/weight loss



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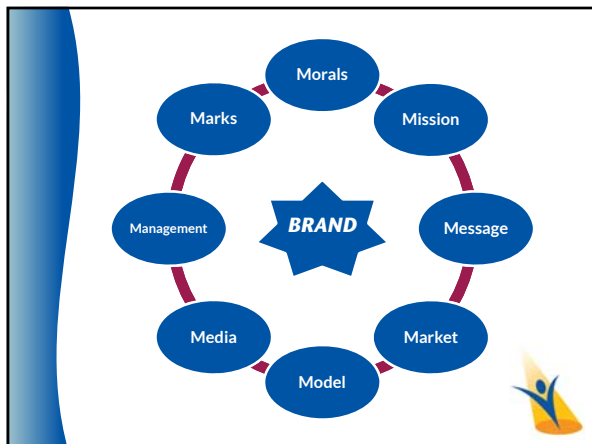
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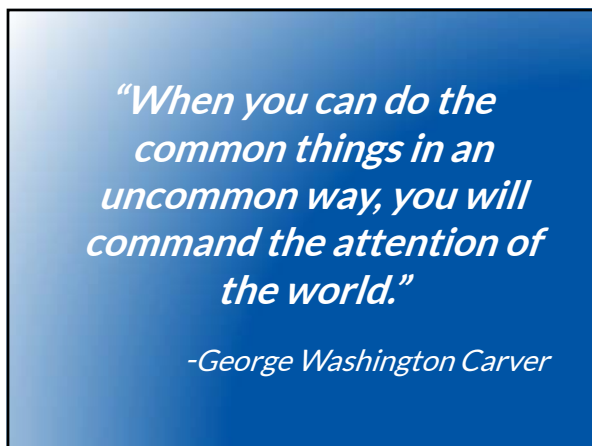
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# Think **BIG. NOW.**

Give yourself options

Protect intellectual property

Begin with the end in mind



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