

# How To Leverage Your Expertise

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## The Challenge

Every business will face a variety of constraints that will prevent it from reaching it's full potential. The key for all of us is to recognize these challenges as early as possible and identify solutions we can immediately implement.

- Chances are, you're \_\_\_\_\_ too \_\_\_\_\_.
- Need to move away from trading \_\_\_\_\_ for \_\_\_\_\_.
- Move toward working \_\_\_\_\_ and getting paid \_\_\_\_\_ and \_\_\_\_\_ again.

## Notes:

# The Perfect Solution

The perfect solution is a business that provides you (the business owner) freedom to grow without any restrictions on income, time or location.

- A perfect business incorporates \_\_\_\_\_ and gives you the ability to \_\_\_\_\_.
- Instead of working one-on-one, design the business to provide the same value but in a one-to-\_\_\_\_\_ format.
- If your business requires you to \_\_\_\_\_, then you are working for your business instead of your business working for you.
- The perfect business works for you \_\_\_\_\_ whether you show up or not.
- When you have an \_\_\_\_\_ the focus becomes building a \_\_\_\_\_ that attracts new clients which makes marketing easy.

## Notes:

# How To Leverage What You Know

The goal with a business built around an expertise is to leverage what you know through as many channels as possible. Below you will find “Traditional” options as well as options that are now available today thanks to the internet.

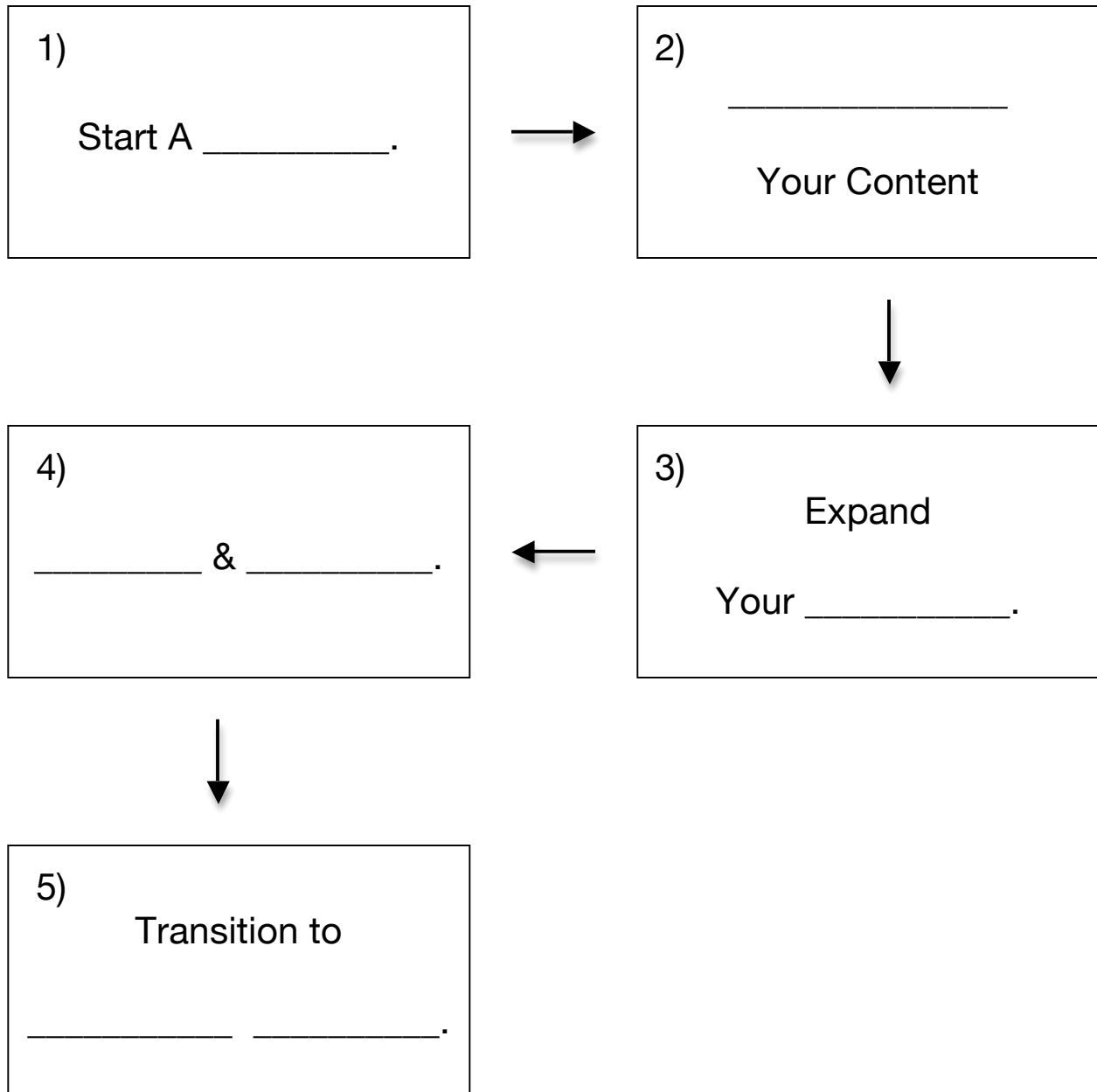
	Traditional	Today's Options
1)	X	X
2) Audio Programs (CD's)		
3) Videos (DVD's)		
4)		X
5)		X
6) Blog		
7) Social Media		
8)	X	X
9)		X

NOTE: The two options that will have the greatest impact on your business are # \_\_\_\_\_ and # \_\_\_\_\_.

## Notes:

# Steps For Getting Started

Starting something new can be difficult but the key is to just take one step at a time. Remember to “grow into it vs. go into it”.



## Notes: