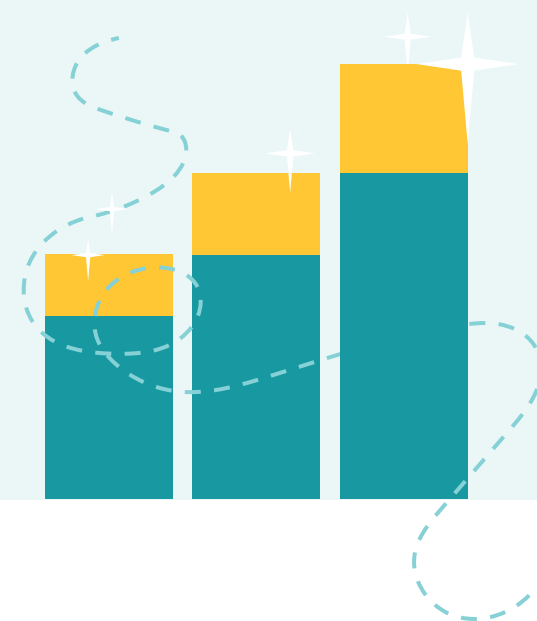


THE TOP 20

Respected Authority



This worksheet is designed to help you achieve total clarity about why you do what you do and who stands to benefit the most from your skills and passion.

Please make sure you have read the entire email lesson before you attempt to fill in this worksheet. Print out this worksheet and take a few minutes to fill in with an oldfashioned pen.

Getting this stuff out of your head and onto paper will help you bring it to life and clear your mind.

Remember, we use worksheets because they work, so take whatever resistance you have to printing this out and filling it in and put it on the shelf for now.

You will only get out of this email course what you put in.

Ready? Let's fly.

Top 20

Every market has its top 20 influencers. The individuals who everyone looks to for advice, inspiration and the future direction of their industry. Use tools such as FollowerWonk or Klout to identify the top 20 influencers in your particular market. Write down their name, best contact (twitter or email address) and rank them out of 20 based on the information you can find. Also search for those who speak at industry conferences.

NAME

CONTACT

RANK

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Conference Speakers

Conference speakers are an extremely valuable part of any professional network. They are well-connected to the influencers and thought leaders within any market. Make a note of the top conference speakers in your market.

NAME

CONTACT

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Advertisers

To complete this exercise, identify any advertisers in relevant trade magazines by using tools such as Zinio or Pocketmags. Ideally you will identify individuals at these companies that have influential blogs or large social followings.

NAME	CONTACT
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