

# Mastermind Known Worksheet

Name \_\_\_\_\_

<p>What I want to be known for</p> <p><i>Describe what you want to be the go-to person for</i></p>	
<p>Who I want to be known by</p> <p><i>Describe the ideal client you want to be known by</i></p>	

## Finding Your Place

<p>Finish this sentence: “Only I....”</p>	
<p>What am I doing when I feel most alive?</p>	

<p>What is something I believe that not everyone agrees with?</p>	
<p>If I became more KNOWN...</p> <p><i>Describe how you feel about becoming more known</i></p>	
<p>How would you handle that?</p>	
<p>With your extra 'known-ness', how could you help yourself?</p>	
<p>With your extra 'known-ness', how could you help others?</p>	

## Matching Content To Your Personality

<p>The channels that cause me the LEAST friction</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Blogging</li> <li><input type="checkbox"/> Writing books</li> <li><input type="checkbox"/> Webinars (with guests)</li> <li><input type="checkbox"/> Visual Content (Pinterest, Instagram, Infographics)</li> <li><input type="checkbox"/> Podcast (interview other people)</li> <li><input type="checkbox"/> Slide presentations</li> <li><input type="checkbox"/> Videos (with guests)</li> <li><input type="checkbox"/> Snapchat</li> <li><input type="checkbox"/> Live in-person presentations</li> <li><input type="checkbox"/> Media appearances</li> <li><input type="checkbox"/> Facebook Live/Instagram Live</li> <li><input type="checkbox"/> Videos (solo)</li> <li><input type="checkbox"/> Webinars (solo)</li> <li><input type="checkbox"/> Twitter chats</li> <li><input type="checkbox"/> Facebook Groups (owned)</li> <li><input type="checkbox"/> Other</li> </ul>
<p>How much engagement do you want to have with my audience?</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> I prefer to not have to engage</li> <li><input type="checkbox"/> I am willing to engage a lot</li> </ul> <p>Other:</p>