

FIND YOUR MONEY-MAKER

PLAYSHEET: MY LEVERAGE STRATEGY

You can leverage other people and organisations that are far more successful than you to help you get experience and win business. Give a talk for an organisation and you'll get practice public speaking and have an opportunity to promote your own business at the end (eg by collecting email addresses or phone numbers). Assist someone at an event or in their business and you'll learn a huge amount – plus you'll gain status if you can say that you've worked for a leader in your field.

Fill in the table below with 3 organisations you could approach in your field, how you can add value and help them out (even if it's for free) and the value it could have to you - experience, email leads, prospects you can sell your services/products to, a rise in status by being associated with someone more established, or perhaps even being paid by the hour.

Organisation	How I could add value	Value for me