

# 7 Step Fame Agenda Planner ©

A BlueChip process

## 1. Professionally my motivating and exciting 10 year goal is to...

...be a [title /role /achievement] and known as [three words to sum you up]

*HINT: it's your future so there are no wrong answers*

## 2. Personal professional assessment (answer all)

- My strengths
- My opportunities (the environment)
- My risks (both)

*HINT: triangulation is helpful here*

## 3. Who matters most? Rank from 1 to 5

- Clients
- Potential clients
- Manager and other senior people in my organisation
- Media
- Staff, referrers, others?

*HINT: you can't please all the people all the time. #1 is your target persona*

## 4. Thinking of your IDEAL target (#1 above) what...

- Is their mindset (list 5-8 characteristics)
- Are their goals (list 1-3)
- Are their opportunities (list 3-5)
- Are their risks (list 3-5)
- Are their strengths... (list 3-5)...

*HINT: pick your ALL TIME best 3 people / relationships and answer this for them*

## 5. Which problems, questions or opportunities can I uniquely help those people with?

- Thing one
- Thing two
- Thing three....

*HINT: the overlapping set of 3 makes you unique, not any 1 of 3 alone*

## 6. Given who they are, and my expertise, what would they be interested in?

- Expertise areas (1-3)
- Topics (3 for each expertise area)
- Sub-topics (3 for each topic)
- Headlines (3 for each sub-topic)

*HINT: this is your 81-article thought leadership plan*

## 7. If I was famous for one thing at work it would be...

I am the world's best...