



**LIGHTS
CAMERA
EXPERT**

9

THE 3 W's WORKSHEET

Understanding and gaining clarity around your brand is critical to making an impression in the media — with producers and with audiences. In order to do that, you have to step outside yourself a bit and see yourself in a new way. That's what these questions are designed to do.

Give yourself at least 30 minutes to write out your answers — that's where the insights emerge.

WHO ARE YOU?

This is not the time to be shy. Be honest, without putting yourself down or puffing yourself up. Talk about yourself in a straightforward way, no apologies, no judgment.

What's the one compliment you get most often?

What problem do people always come to you to solve?

What do you wish people said about you?

WHAT DO YOU DO?

These exercises are designed to help you explain what you do simply and clearly — which is critical when speaking in the media about your area of expertise. No jargon allowed.

FIFTH GRADER EXERCISE

Start simple. In the simplest, most straightforward terms, how do you spend your days? Explain it as if you are talking to a fifth grader (no jargon, no industry terms, etc).

Compare it to something. Sometimes a metaphor can make things so much easier. Especially when you're explaining to someone younger or less knowledgeable in your field — or to a fifth grader. What analogy can you make that would help clarify and explain what you do? Maybe there's one you always use. Try thinking of a new one. What analogy can you make to something unrelated to your business that explains why what you do matters?

WHY DO YOU DO IT?

This is where your mission and message come in — these questions lead you to demonstrate your expertise. Make every attempt to get beyond simple truisms (“I want to help people be happier” and “I want to empower women”). This is where you establish yourself as an expert with an opinion.

Industry insight

What misgivings/concerns do you have about the industry you’re in?

What do you think people often misunderstand about your industry that you’d love to set straight?

Your story

How has your upbringing/background uniquely contributed to what you do now? For instance, if I’m a personal organizer who used to work in retail, then I have certain insights into how to use or stage space that others might not have.

How do you want to change my life?

Think, in particular, about how you can influence me while I’m reading a magazine or watching TV. This is the crux of your mission. Because if you’re not out to change lives for the better, then why do it?

What are the stakes?

What happens if I just keep doing what I do?

NOW WHAT?

You’ve done some of the hard work of thinking through your mission, message, and story. Try not to gloss over things; instead, look for the moments, anecdotes, and scenes that help piece together who you are and why you do what you do. THIS is what producers, editors, and the world, want to know.