

Practice Activity

Identify Your Sphere of Influence



Objective:

In this activity, you will identify key elements within your Sphere of Influence and create a plan to leverage these elements to demonstrate your expertise. This activity will help you strategically use content and other resources to build credibility and engage your prospects.

Instructions:



Identify key elements

- ✓ List out potential sources of valuable content you can use (e.g., articles, blog posts, free reports).
- ✓ Identify local business groups and professional associations relevant to your field.
- ✓ Think about any existing customer stories or testimonials you can share.



Analyze Your Sphere of Influence

- ✓ Review the list of elements and categorize them under brand awareness, news coverage, thought leadership, and customer stories.
- ✓ Determine how each element can be used to demonstrate your expertise.



Plan your strategy

- ✓ Create a content calendar that outlines when and how you will share each piece of content.
- ✓ Include a mix of content types (articles, social media posts, emails) to ensure a multi-channel approach.
- ✓ Set specific goals for each content piece (e.g., increase social media engagement, drive website traffic).

Your Sphere of Influence:

Step 1: Identify key elements

✓ Articles:

Not more than 300 characters

✓ Blog Posts:

Not more than 300 characters

✓ **Free Reports:**

Not more than 300 characters

✓ **Local Business Groups:**

Not more than 300 characters

✓ **Professional Associations:**

Not more than 300 characters

Follow the instructions provided below to identify your Sphere of Influence.

Step 2: Analyze your Sphere of Influence

✓ **Brand Awareness:**

Content:

Not more than 300 characters

Strategy:

Not more than 300 characters

✓ **Coverage**

Content:

Not more than 300 characters

Strategy:

Not more than 300 characters

✓ **Thought Leadership:**

Content:

Not more than 300 characters

Strategy:

Not more than 300 characters

✓ **Customer Stories:**

Content:

Not more than 300 characters

Strategy:

Not more than 300 characters

Step 3: Plan your strategy

✓ **Content Calendar:**

Week 1:

Not more than 300 characters

Week 2:

Not more than 300 characters

Week 3:

Not more than 300 characters

Week 4:

Not more than 300 characters

✓ **Goals for Each Content Piece:**

Articles (Goal):

Not more than 300 characters

Blog Posts (Goal):

Not more than 300 characters

Social Media Post (Goal):

Not more than 300 characters

Emails (Goal):

Not more than 300 characters

When you're ready, return to the e-learning module to continue your learning journey.