



Accelerate your career by writing online

An online course by David Perell



Personal Monopoly Worksheet

List your five core interests in the top row (history, cooking, dancing, architecture, and sports).

Then, break your interests into your five favorite subcategories in the area below (Roman Empire, baking, hip-hop dance, Art Deco, and hockey).

Now that you've written 25 answers, write your five favorite subcategories below. Focusing on these five will help you narrow your Personal Monopoly and attract a more targeted audience in line with your interests.

Write your five favorite subcategories:

1. _____
2. _____
3. _____
4. _____
5. _____

Definition of a Personal Monopoly

Your Personal Monopoly is a unique set of skills you're known for online.

You do the world a favor when you define your Personal Monopoly because you make it easy for people who need your help to find you.

The best Personal Monopolies exist at a narrow and important intersection of ideas and personality traits that few other people in the world have.



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The best Personal Monopolies come from a rare combination of skills. They can be hard skills that are taught in schools and online courses, or soft skills that are picked up through experience. Ideally, your Personal Monopoly should combine both because hard skills are easy to demonstrate, while soft skills are hard to replicate.

Some Personal Monopolies are more valuable than others. The more you can pick a growing and valuable intersection without a lot of competition, the better.

Comparing Personal Monopolies

Excellent: Psychiatrist, outstanding public speaker, interested in the history of religion and mythology.

Excellent: Game designer, digital artist, interested in online education for people with learning disabilities.

Excellent: Live in China, speak English, interested in the global economy, and an expert in the history of Asian dance and architecture.

(Rare combination of skills in valuable and growing industries, where nobody has a monopoly on expertise).

Needs Work: Advertising expert, podcast host, interested in the history of Google.

Needs Work: MBA, interested in the history of business, and want to work in finance.

Needs Work: College professor, PhD, strong public speaker, interested in the history of education.

(Too many people have these exact skillsets because they're too broad and focused on established areas).

Write 5 Experiences That Shaped You *(Jobs, skills, education, learning a language, etc.)*

1. _____
2. _____
3. _____
4. _____
5. _____

Write 5 Compliments that Other People Give You *(Skills or personality traits in the top 5% of all people)*

1. _____
2. _____
3. _____
4. _____
5. _____



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Good news! The hard work is over. It's now time to finalize your Personal Monopoly.

Remember, your Personal Monopoly is an evolving document. As you grow, your Personal Monopoly will should evolve. Use these answers to guide your next few articles, not every article you ever write.

As you build a consistent writing habit, new interests will emerge and you'll learn more about the ones you already have. But the more you can write around your Personal Monopoly, the faster you'll attract an audience of like-minded people.

Finalize Your Personal Monopoly

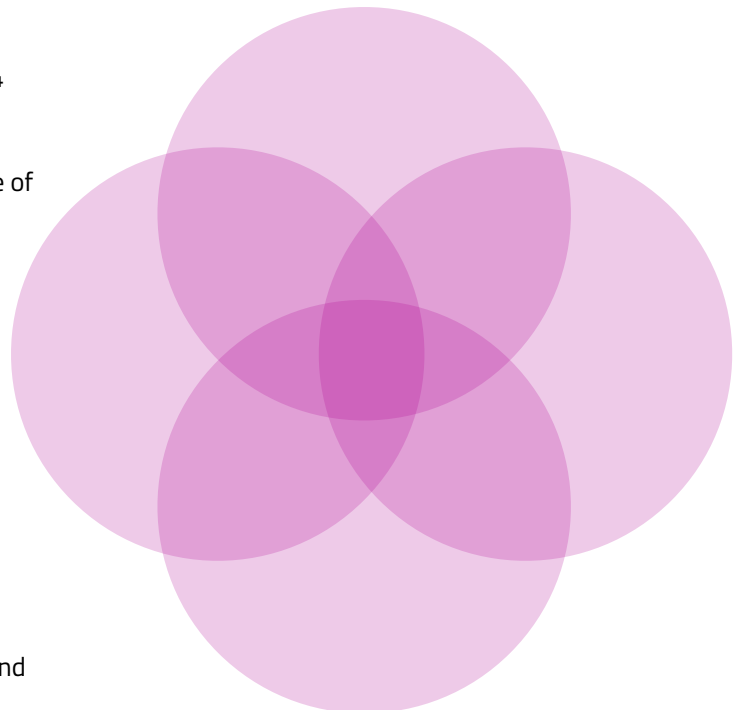
Directions: Look back through your answers and pick 4 answers that stand out.

Then, draw them in the Venn diagram on the right side of the page.

You can draw upon your skills, experiences, interests, and personality traits. There are an infinite number of combinations, so find the most productive one for you.

Be sure to pick a rare and productive combination of attributes in a growing area of society or untapped intellectual domain.

Remember, you can create your own area of study by combining your unusual interests. If your ideas are interesting and you publish them consistently, you'll find an audience for them online.



Skill #1: _____	Skill #2: _____	Skill #3: _____	Skill #4: _____
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