AUTHORITY WEEKLY / FIELD GUIDE

Make the Result Easier to See

A 10-minute exercise with Tanya Smith

Think of one person who recently told you your work or advice helped. Use what they share to write a short example a prospective client can understand.

01 Recall what changed

Start with what the person told you. Focus on what they did or what became easier afterward.

They were trying to _____

After we worked or talked together, they _____

02 Ask for the detail you need

Try asking, "I'm glad our conversation helped. What did you do differently afterward?" Ask for permission before sharing their words or identifying details.

The detail I want to confirm _____

Permission to share _____

03 Choose where to share it

Pick a place someone already goes to learn about your work, such as your service page or the Featured section of your LinkedIn profile.

Where I'll share it _____

Write your two-sentence example

Start with what the person needed. Then describe what they did or what changed.

_____

_____