**Step4) Create Your Unique Branded System**

Are you brilliant at what you do? Do you have a natural gift, or have you honed your talent through hours of dedication and practice? Interestingly, being good at something does NOT necessarily mean you’ll naturally know how to pass on your wisdom, knowledge and know-how to others.

Great performers are often good ‚’ in the moment’, and their skills have become unconscious tot he point they no longer need tot hink about it.

Consider that most adults have known for many years how to drive a car on the road. The skill is now so automatic that while driving they can have a conversation, listen to music, think through their porblems, shave or put on their make-up! But regardless or how competent you are at driving, it doesn’t automatically follow that you can easily teach someone else how to drive.

In the flow, but NOT in the know

Many people are brilliant when they work with a person face-to-face. They come to life, switch on, become highly intuitive and seem to magically find the right answers for people. They are in the flow, or in the zone, and tap into innermost wisdom to daw upon whatever experience they have. However, put these people in front of a piece of paper and ask them to describe how they do what they do and they go blank, seemingly losing their confidence and their natural flow.

If you want to position yourself as an expert authority, you’ll need to sit down and extract your know how. Ideally, you want to synthesize all your knowledge into a comprehensive system that can be taught to others as a step-by step series or instructions of what to do and how to do it.

At the outset you won’t need to decide if the content you’ll produce will be something that your audience will read like in a book, ebook or manual. You don’t need to know if they will hear it though an audio programme, and you don’t yet need to commit to delivering it live in workshop.

Here’s why. Because before you do anything else you must first create....

A solution framework.

A solution framework gives your audience a map of how to get from where they are to where they want tob e. It gives them the big picture of the journey ahead and a way to navigate through the myriad of twists and turns by the most direct route.

You can think of a solution framework as a model, a system, a blueprint, a map, a template, a diagream, or a matrix. Without one, you audience is sure to be lost, because they won’t be able to easily follow your advice and your content will be to loose.

However, this is where most people fail in our industry. Coaches, consultants, gurus, mentors, speakers and seminar leaders want to make a difference and become the next Tony Robbins, Robert Kiyosaki or Brian Tracey. But they never do the work of sitting down creating their own unique solution framework that sets them apart from the rest.

Bein seen as an expert authority

Successful thought leaders create their own systems to explain how to get from pain to gain. They detail the steps required to climb the obstacles preventing people from being able to move forward easily on their own.

I believe many well-known experts have become so because of their solution frameworks. Would Stephen Covey’s work be so well known without his book The Seven Habits of Highly Effective People? Would Robert Kiyosaki have helped millions of people without the Cash Flow Quadrant? Would we even talk about the work of Abraham Maslow without his famous Hierarchy of Needs? Creating a solution framework for your ideas becomes the basis of what you stand for. Your ideas, principles and beliefs can be built into your model. Every strategy, tactic or action step that teaches your audience what to do and how to do it should stem from it.

A model or framwork should simplify complex ideas, essentially making it easier to learn step-by step. However, interestingly, and more importantly, having a solution framwork will also make sharing and teaching the material easier too. But perhaps most importantly, it will make your content teachable beyond yourself.

This is crucial, because you may not want to always be the one to deliver the content. But if you haven’t systemized your content and just show up and do your thing, you may find it impossible for someone else to come in and replicate what you do!

Where the real money is made

There is a secret to success in the advice industry. It is important that without knowing it, you may never reach the level of success you deserve. The real money in this industry comes from creating and leveraging intellectual property. Intellectual property rights are the legally recognized exclusive rights to creations of the mind.

‚under intellectual property law, owners are granted certain exclusive rights to a variety of intangible assets, such as musical, literary and artistic works, discoveries and inventions, words, phrases, symbols and designs.

The Seven Habits of Highly Effective People would not have been the global success it became if Stephen Covey had to deliver the content himself. Instead Franklin Covey has trained and licensed more than 45, 000 individuals to teach the principles oft he Seven Habits. None of this would be possible without the original framework contained within the book.

Create once, leverage forever

The beauty of designing and developing your own framwork ist hat once it’s created, it becomes the foundation of everything you do. When you write your book, each chapter is based on a part of your framework. In your 90 minute introductory talks you teach and tease the audience with your framework, so that they feel compelled to take you advanced training to know more.

Each segment of your advanced training is based on a part of your framework, so that they feel compelled to take your advanced training to konw more. Each segment of your advanced training is based on a part of your framwork, allowing people to go deeper into the nuances of the material. All of your information-based products, whether audio or visual, will have your overarching framwork at their core.

The mind is like a computer

When downloading a file onto your PC or Mac, you need somewhere to store it if you are going to keep it and be able to use it again. The best way to achieve this ist o store each file in a folder with similar items. This folder may in turn be a subfolder on another folder, and so on. Why am I telling you this?

Because the mind is like a computer. Your audience needs you to organize your content into a neat system so that as they learn it, they know where everything fits in.

Think of your model as like a putting together a jigsaw puzzle. They picture on the box gives you an image of what success looks like. The straight-edged pieces help form the framwork. The individual pieces can be sorted into the parts of the overall pictures that they represent.

We intrinsically know that completing a jigsaw puzzle is easier when we chunk the task in this way, and that is precisely what you need to do when organizing your content for our audience.

Create your Solution Framework

If you want to position yourself as an expert you need to create your own solution framworks and make your intangible ideas tangible.

Let’s take a look at how you can go about creating your Unique Branded Solution Framework

Step1) Revisit your audiences problems

Step 2) Research your Subject Matter and other Expert Solutions

Step3) Reverse Engineer Your Own Success and Failure in relation to your Topic

Step4) Organize Your Content.

Step5) Assemble your Points of Wisdom into a Solution Framework that will stick with your audiences mind.