

FULL CHAIR

CLAIM YOUR CHAIR

THE FIVE-STEP WORKBOOK

Claim the platform your expertise already earned.

BEFORE YOU START

You already know something other people don't. That's not a claim you need to earn — it's one you need to name.

This workbook is five short steps. Each one takes ten minutes, not ten hours. By the end you'll have a one-sentence claim, a sense of how you want to show up, a first platform, and a first move.

There's no wrong answer here. Write what's true, not what sounds impressive.

1

STEP 1

What are you already the authority on?

What do people already come to you asking about?

What have you done for 10+ years that still feels effortless to you?

What would you teach if nobody could tell you no?

MAJOR TAKEAWAY

2

STEP 2

Turn what you know into a single claim.

Finish this: "I help ____ do ____ so they can ____."

Say it out loud. Does it sound like you, or like a job title?

Cut every word that isn't doing work. What's left?

MAJOR TAKEAWAY

3

STEP 3

How do you want to show up, on camera or on the page?

Think of someone whose online presence you respect. What do they do that you could borrow?

What tone is authentically you — direct, warm, dry, blunt?

What's one thing you will never do to get attention?

MAJOR TAKEAWAY

4

STEP 4

Pick one platform. Not five.

Where does your future audience already spend time?

Which platform matches how you like to communicate — writing, talking, showing?

Name the one platform you'll commit to for 90 days.

MAJOR TAKEAWAY

5

STEP 5

One piece, published, this week.

What's the smallest true thing you could say about your claim from Step 2?

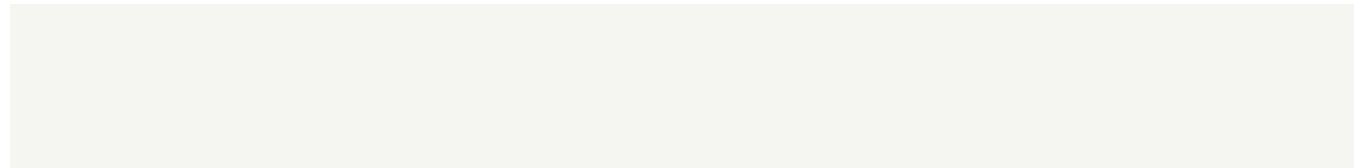
What's stopping you from posting it today?

Write the first line of that post right now.

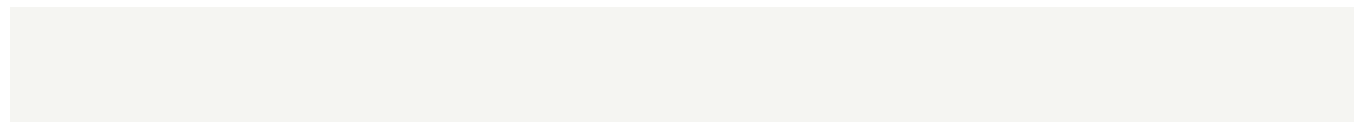
MAJOR TAKEAWAY

YOUR CHAIR, CLAIMED

MY CLAIM (FROM STEP 2)

A large, empty rectangular box with a light gray background, intended for the user to input their claim.

MY FIRST PLATFORM (FROM STEP 4)

A large, empty rectangular box with a light gray background, intended for the user to input their first platform.

READY FOR THE NEXT STEP?

The Curriculum takes you from claim to a platform people actually see.

Claim your chair — fullchair.co