

Five for Six

Authority Journal Exercise

INSTRUCTIONS

For this exercise, you will write down five ideas per day for six days in a row in your Authority Journal. These are ideas that you think could become topics of pieces of content.

These ideas could be experiences, thoughts, stories, aha moments, etc.—topics you think might be of interest to your avatar. These “personal” snippets are what give you “superpowers” in connecting with your audience in the future. They will help give you depth and make you feel like more of a three-dimensional person to them in a two-dimensional medium (the web). This will make what you write in the future more personal and interesting.

This exercise is just to get you started. Don’t stop after the first six days, however. Continue to write regularly in your Authority Journal. The more ideas, the better.

To keep you accountable, print out this sheet and check it off daily as you complete the daily entry in your journal.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
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