

Your Authority Journal

INTRODUCTION

In this day and age—the digital age—no matter how a potential client finds you, no matter how great of a gut feeling or first impression they get—they need content to help them make a decision to work with you.

This doesn't mean you have to be a journalist, or a public speaker, or comfortable on video.

It DOES mean you have to be able to communicate. And that takes a little practice.

To help make this easier for you, I'm going to ask you to start keeping a kind of journal—an Authority Journal.

You'll fill this journal with little seeds and ideas that can become future content.

CONSIDERATIONS

Think about when you tend to have ideas. Is there a time of day or an activity that tends to be best for you to reflect and write down observations, memories, experiences, and ideas?

If you are not sure, try to notice this week when you naturally have ideas that you might want to jot down. Once you have an idea of when and where this happens for you, make sure you can have your journal with you.

For example, if it tends to happen while you're on the treadmill, it may be easiest to record notes verbally using your phone and headset as you run/walk. If it happens as you get ready to go to bed at night, you may want to use paper and pen on the nightstand (since the blue light from digital screens can disrupt natural sleep patterns).

Create triggers and reminders. Until this becomes a habit, you may find it hard to remember to notice and write down experiences and ideas that could be seeds for future content.

To make it easier, build it into your daily routine at a certain time for a while. You might want to create reminders to pop up on your phone or computer. Or, just connect it to an activity you already do every day, like having your morning coffee, brushing your teeth, or eating lunch. Be you, be creative, and be relaxed. This is practice. There's no "right" way to do it. Don't worry about the format, or proper grammar and spelling, or whether what you write is "good enough" for a blog or video. You are not going to publish this content directly. This is just the seeds that will help you look back and have lots of great ideas, thoughts, quotes, real-life stories, etc., on hand when you need them later so that your content becomes much more personal and interesting.

Feel free to make it fun. Like to doodle? Maybe add some little drawings. Write it out as a poem. Create a bullet list and don't even bother with full sentences. Sit and talk it out with a friend and record it. Heck, you could even do this as Instagram stories with pictures and captions if you want. It is up to you. Have fun.

Now, go use the other worksheets included with this lesson to get started.

If you are not sure what to write after that, here are some additional suggestions to keep your juices flowing:

- Tell the story of how you discovered Functional Medicine.
- Tell us a bit about a new habit you'd like to develop for yourself.
- What is your health goal for the next 30 days?
- Describe something that really bugs you—a pet peeve—related to how you see other people talk about health and wellness, nutrition, or exercise.
- Think of a friend or family member who has health challenges but is not totally sold on alternative, natural, or Functional Medicine solutions. What one thing do you wish you could get them to do for their own sake?
- Go to the grocery store. As you shop, look at other people's carts. What is the ratio of "real food" to "packaged food" in people's carts? What else do you notice?