



**THE WEALTHY  
SPEAKER SCHOOL**  
Build The Speaking Business of Your Dreams

# My Competitive Advantage

## WHAT ARE YOUR DIFFERENTIATORS?

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## WHAT DO YOU HAVE GOING FOR YOU?

*What gives you confidence?*

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## WHAT'S IN YOUR BACKGROUND THAT MAKES YOU FEEL MOST CREDIBLE?

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## HOW CAN YOU FOCUS INWARD INSTEAD OF OUTWARD?

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## BOOSTING YOUR THOUGHT PROCESS

When you have thoughts that don't serve you about your competitors or about yourself, what's a more positive stance to take?

*Write down your exact thoughts and then write down an alternative.*

**Original Thoughts**

**Alternative Thoughts**

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## HOW CAN I "UP" MY GAME?

*Is there a book, podcast, or marketing initiative you've been wanting to develop? Does your content need retooling?*

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