

Or job-related. It's tied to your past experience and lessons learned at current or previous professions. Complete these sentences.

When I worked at ... I learned about ...

Or in my profession, I know a lot about ...

I want to be known as a leading expert in ...

The one area in my business people need to know about is ...

Technique #2:

Use an aspect of your business to generate an idea. If you really want to be identified as an expert in your field, you can write a book that is aligned with your business.

Technique #3:

Use Amazon to find an idea. List the self-help categories you may consider:

What is trending in that category?

Technique #4:

Use reviews to get ideas. What voids did you find in the topic you chose?
