



# EXPERTISE MEETS PASSION

A WORKBOOK TO FIND  
YOUR BUSINESS SPARK

Hayzel Media



# Are you ready to share your expertise with the world?

Hey there,

I'm Tanya Abdul Jalil – Brand Strategist at Hayzel Media.

As a brand coach, I understand the struggle of finding the perfect mix of expertise and passion. That's why I created the "Expertise Meets Passion" workbook for coaches, course creators, and anyone with a personal brand.

This workbook will guide you through activities and exercises that will help you identify your areas of expertise, explore your passions and interests, and find the intersection between the two.

By the end of the workbook, you'll have a clear understanding of what you're truly passionate about and what you're great at. You'll be able to create a business or brand that's uniquely you and combines both your expertise and passion.

Take some quiet time to work through each activity and exercise in order. Be honest with yourself and enjoy the process of discovering your personal brand.

I can't wait to see what you create with the "Expertise Meets Passion" workbook.

Remember, your expertise and your passion are both important parts of your personal brand, and finding the perfect mix between the two is the key to creating a fulfilling and successful business or brand.



# OBJECTIVES

Everyone enjoys doing things they are good at. Sometimes, this comes so naturally and you can do so well that you are an expert without realizing it. So how do you know what your inner expert is if you don't realize it? The first step is to start with why you are looking for your inner expert and why that matters.

*Why is finding your inner expert so important to you?*

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*How would you use this expertise to help others?*

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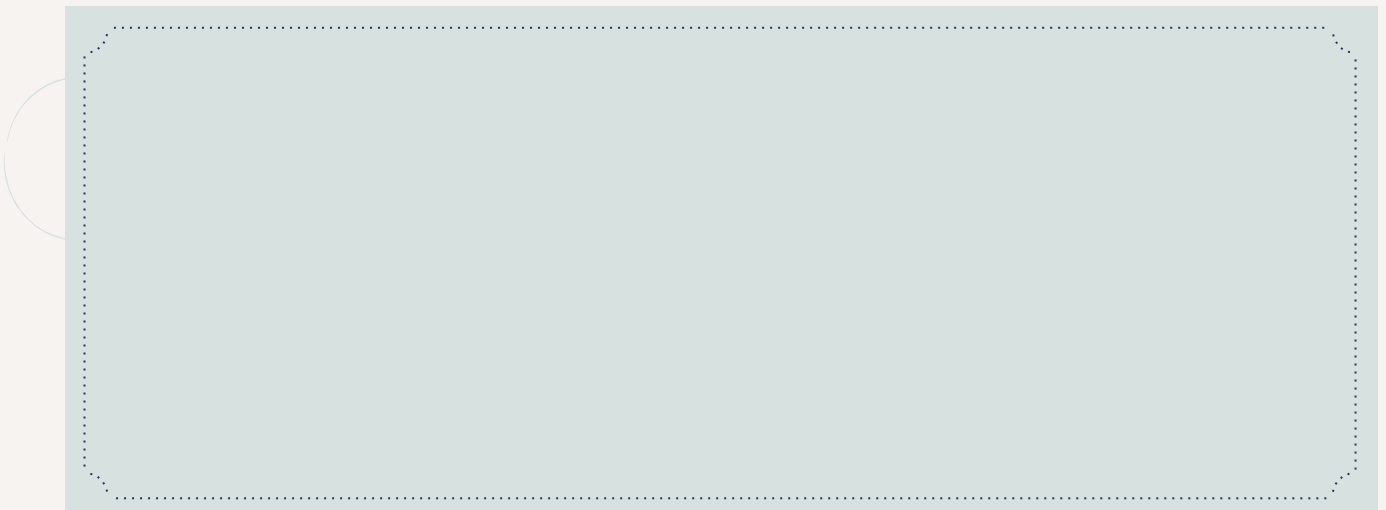
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*How would knowing and using your expertise improve your life?*





# NOTES

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# NOTES

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# PHYSICAL GIFTS

Everyone has unique talents in different areas of life. Over the next several pages, think about what kinds of specific gifts you have in certain categories. For now, the focus is going to be on physical gifts. Are you very strong? Is there a sport that you're great at, and/or can teach others to be as well? Physical gifts are talents that involve your body being active. Some examples of experts in the physical field could be fitness trainers, sports coaches, dance instructors, etc.

*What are your physical gifts?*

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*What are experts in each one called?*

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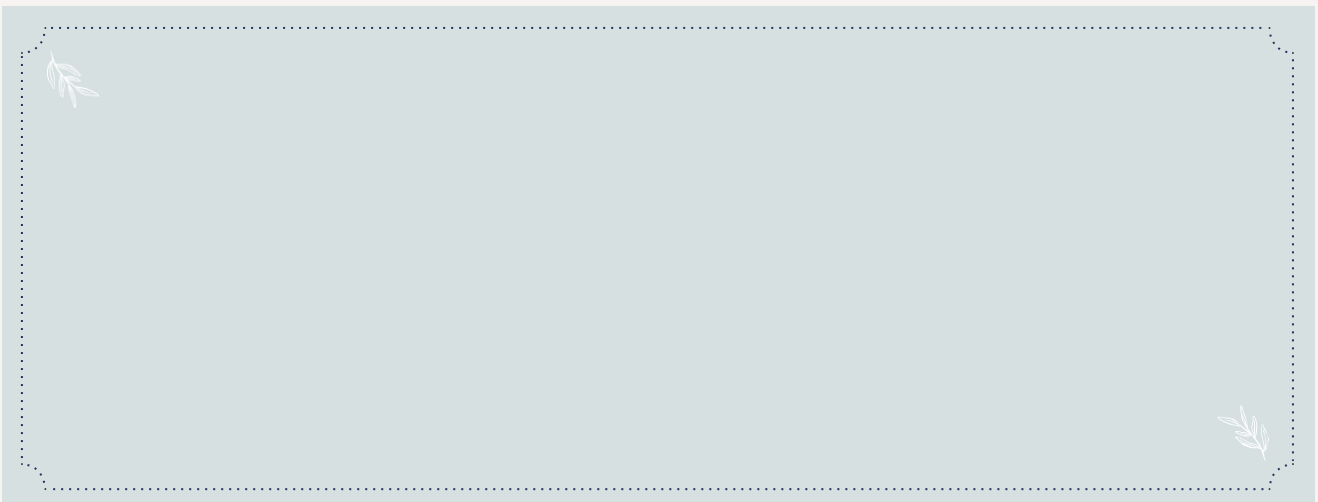
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*How do you feel about being an expert in this area? Does it excite you? Can you imagine yourself doing this for the rest of your life?*







# INTELLECTUAL GIFTS

These are areas where you use your brain rather than your body to accomplish things. Examples of intellectual gifts are: problem solving, analytical skills, memorization, book knowledge, or something you learn easily. Sometimes, intellectual gifts might seem difficult to turn into expertise, but there are several ways to do this. For example, you could become a teacher or tutor, do work in the field you have the most intelligence in, guest speak at related events, etc.

*What are your intellectual gifts?*

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*What are experts in each one called?*

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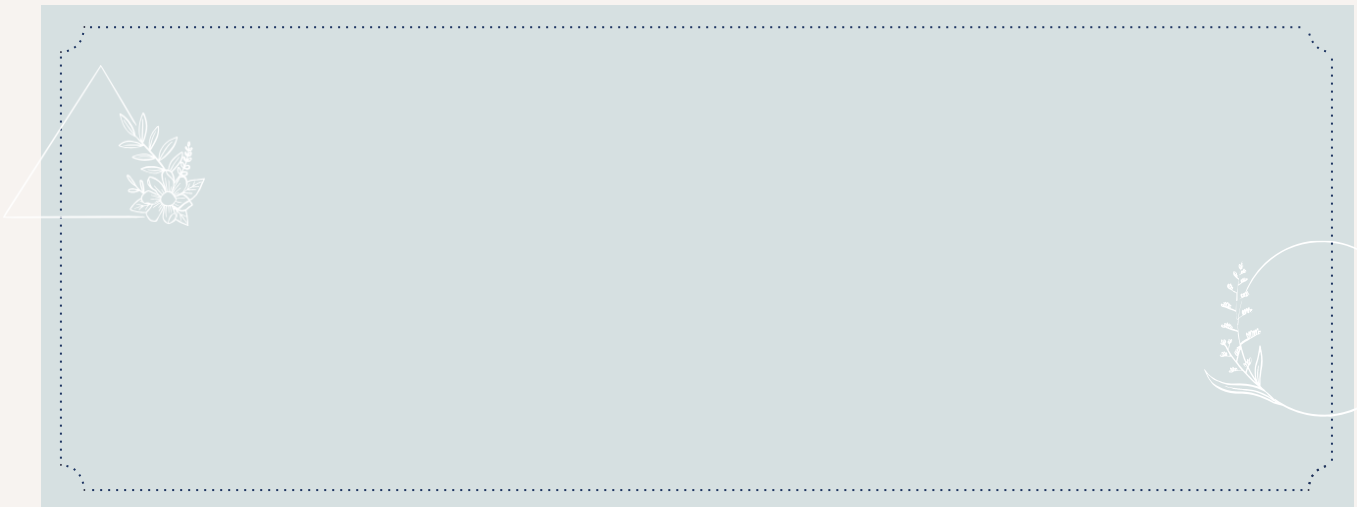
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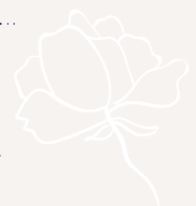
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*How do you feel about being an expert in this area? Does it excite you? Can you imagine yourself doing this for the rest of your life?*



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# SOCIAL GIFTS

Social gifts can be hard to identify and define, but there are actually lots of ways to create an expertise with them. Some examples of social gifts include: being able to easily talk with people, if people find it easy to talk to you, making friends quickly, empathic abilities, advice-giving skills, etc. People that are experts with these skills can become motivational speakers, therapists, psychologists, life coaches, and more.

*What are your social gifts?*

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*What are experts in each one called?*

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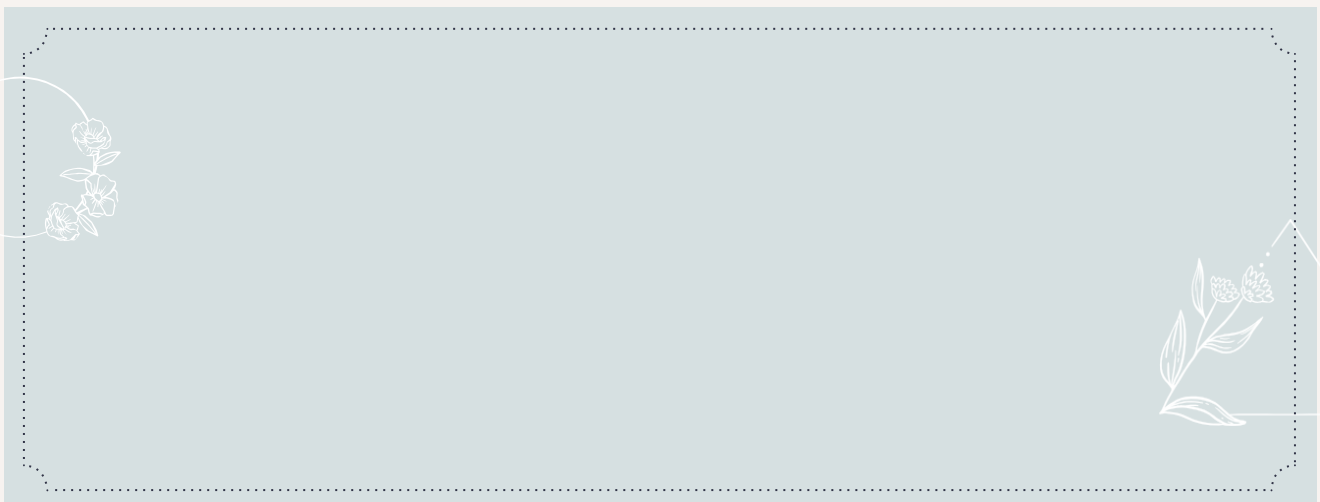
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*How do you feel about being an expert in this area? Does it excite you? Can you imagine yourself doing this for the rest of your life?*





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# ARTISTIC GIFTS

Artistic gifts are relatively self-explanatory, and can be as varied as your imagination allows. Becoming an expert in an artistic pursuit means that you could be an artist in whatever medium you choose. Maybe you're really good at painting, playing an instrument, crocheting, sculpting, writing, or even building furniture, etc. If it's creative, and you can do it, you can become an artistic expert with it.

*What are your artistic gifts?*

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*What are experts in each one called?*

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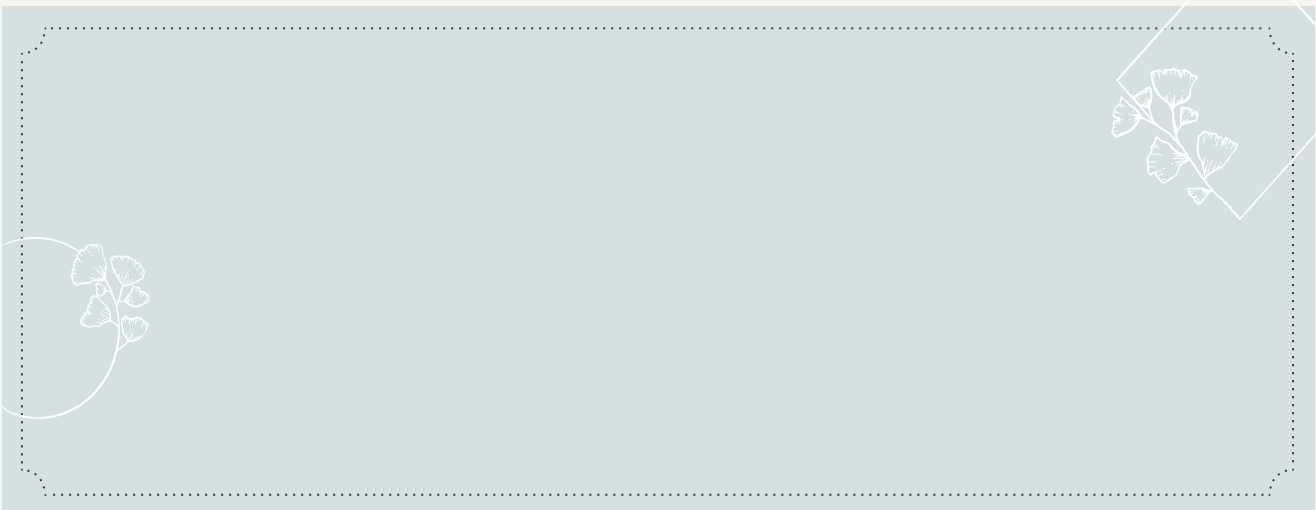
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*How do you feel about being an expert in this area? Does it excite you? Can you imagine yourself doing this for the rest of your life?*





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# SPECIAL SKILLS

Special skills can be things that are niche-oriented, or things you might have received training for. For example, if you are really good at understanding machinery or electronics, you have special skills in those areas. The same can hold true for different medical fields and practices. Mechanics, doctors, engineers, electricians, and others are all examples of experts with special skills. Chances are, if you have a skill like this, you may already be using it in your current vocation. However, even if it's already your job, you can always learn and improve more and more until you find your inner expert in that field.

*What are your special gifts?*

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*What are experts in each one called?*

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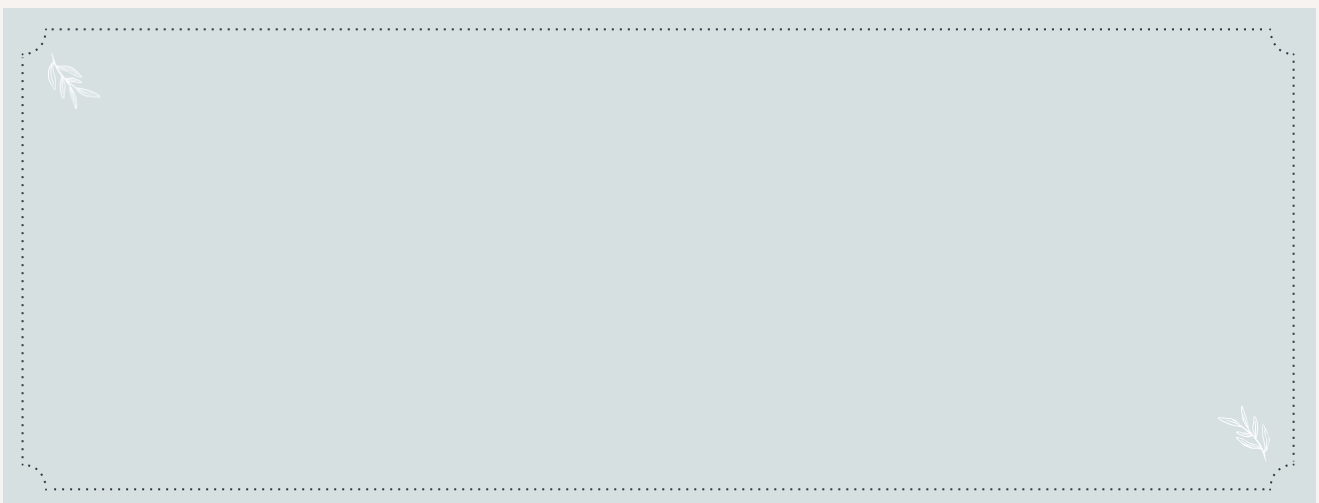
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*How do you feel about being an expert in this area? Does it excite you? Can you imagine yourself doing this for the rest of your life?*







# NON-CLASSIFIED GIFTS

Naturally, there are little things you may be good at that don't quite fit the typical mold of the categories we've covered. These can be silly or serious, but they can still become things you are an expert in. Some examples of non-classified gifts are: being able to imitate bird songs, knowing size and height by looking at things, spotting incontinuity on tv shows and movies, or you can spot patterns easily where others don't see them. These may seem trivial, but they can be an interesting expertise that you can use.

*What do you believe are your non-classified gifts?*

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*Are there any experts in this and what are they called?*

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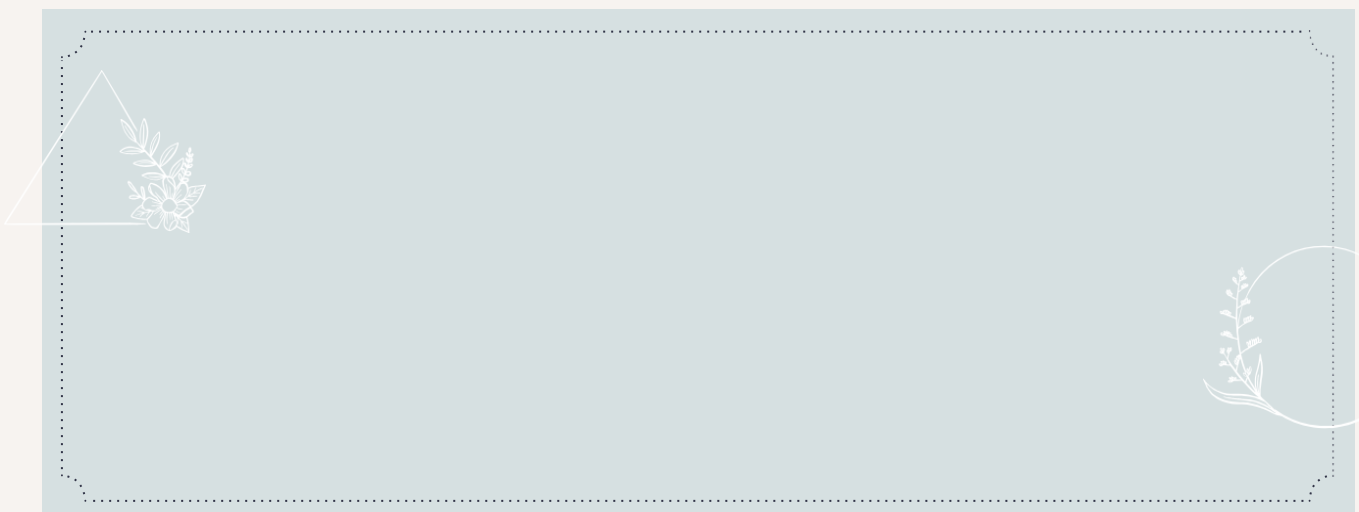
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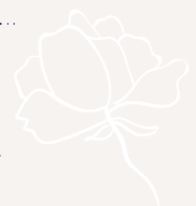
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*How do you feel about being an expert in this area? Does it excite you? Can you imagine yourself doing this for the rest of your life?*



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# HOW DO OTHERS SEE YOU?

By now, see a few things that you know you're good at and can capitalize on, but sometimes, you are so caught up in finding the tree, you can't see the forest. This is where other people can help. They see things about you that you can't see, or just too humble and maybe afraid to admit because of impostor syndrome.

***Think about the things people say you are good at. If you can't think of any, ask them. Ask family, close friends and also people you may not be buddies with, but you encounter regularly. Try to list at least 5 things. Don't censor yet. Just list them as they come.***

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*Do you think their observation is accurate?*

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*Which of these do you think you would enjoy doing for the rest of your life?*

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*Which lights the fire in your heart?*

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# NOTES

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# WHAT DO YOU LOVE?

Being skilled or gifted at something can be quite different from loving or being passionate about doing it. For example, someone who is skilled at programming might love photography more than making apps.

*5 things you truly love doing or are passionate about.*

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*How skilled are you at that?*

- Not at all     Somewhat     Very

*Is there any way this can be learned or acquired?*

- Yes     No

*Do you have the means, time and capacity to learn it?*



- Yes     No

*Can this turn it into a career or a business that you can see yourself doing for years on end?*

- Yes     No

*Write any additional thoughts or questions you may want to research.*

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# NOTES

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# WHAT DO YOU ENJOY DOING THE MOST?

Now that you have a list of all your different gifts and what you love, go back and see which ones you would find the most fulfilling.

*Based on all your answers previously...  
Rank what you enjoy most.*

1.

2.

3.

4.

5.

*Rank what you somewhat enjoy*

1.

2.

3.

4.

5.

*Rank what you somewhat enjoy*

1.

2.

3.

4.

5.







# FINDING THE SWEET SPOT

The best jobs, careers, businesses are the ones where your skills/gifts, passion, and marketability collide. Up till now, we have spent a lot of time figuring out the first two. Some of them you know are not marketable. Meaning nobody will pay you to do it and even if someone is, there aren't enough of them to make a living from. For example you may be skilled and passionate about underwater basket weaving but is there a community for it and how large? Are people paying a guru to learn to weave baskets under water? I don't know. Maybe you know something I don't, but these are the questions you need to consider for each of the expertise you've honed in on.

## Expertise #1:

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- Are you skilled/gifted at this?*  Yes  No
- Do you love doing this?*  Yes  No
- Is it something that fulfills you?*  Yes  No
- Are people paying for this right now in some form or another?*  Yes  No
- Are there a lot of people interested in this or paying for this now?*  Yes  No

## Expertise #2:

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- Are you skilled/gifted at this?*  Yes  No
- Do you love doing this?*  Yes  No
- Is it something that fulfills you?*  Yes  No
- Are people paying for this right now in some form or another?*  Yes  No
- Are there a lot of people interested in this or paying for this now?*  Yes  No

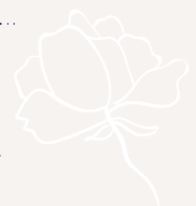
## Expertise #3:

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- Are you skilled/gifted at this?*  Yes  No
- Do you love doing this?*  Yes  No
- Is it something that fulfills you?*  Yes  No
- Are people paying for this right now in some form or another?*  Yes  No
- Are there a lot of people interested in this or paying for this now?*  Yes  No

# NOTES

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# IMPROVING YOUR GIFTS

Once you have an idea of what you'd like to pursue to become an expert in, you'll need a plan. You may be good at these things, but being good doesn't necessarily make you an expert. You might need to put in extra effort into growing your gifts, and getting to know them backwards, forwards, inside, and out.

Expertise: .....

*What qualifications do I have to be recognized as an expert in this area?*

*What qualifications do I lack or need to build up?*

*What should be my next step to move forward?*

Expertise: .....

*What qualifications do I have to be recognized as an expert in this area?*

*What qualifications do I lack or need to build up?*

*What should be my next step to move forward?*



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# MONETIZING YOUR GIFTS

One of the most common goals and/or results of becoming an expert in something is the opportunity to make a living from it. Just about any expertise can become something you can do to make money. All it takes is a little creativity and planning. Below, go over the gifts you want to work with, and brainstorm some ways you can monetize it.

*Expertise:* .....

*How can you monetize it? Don't limit yourself to the obvious. Get creative.*

*Other thoughts:*

*Expertise:* .....

*How can you monetize it? Don't limit yourself to the obvious. Get creative.*

*Other thoughts:*



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# GIVING BACK

You can often use your expertise to give back to your community, and/or society as a whole. There are several ways to do this, from offering services to charities, giving away lessons/courses for free, sharing how you became an expert, etc. This is where you can find contentment and give purpose to what you're doing. Can you turn it into part of what you do? For example, if you're an excellent baker and you love making bread, you can tell your customers that for every loaf of bread they buy, one healthy loaf is donated to the XYZ organization to feed the hungry in your community. Use the space below to come up with some ways to turn your expertise into something you can find purpose in.







# PLAN FOR THE FUTURE

Now that you've found your expertise, it's time to take action. Write out a 5 year plan about how you're going to use your newfound knowledge and expertise to build your future.

## **Year 1** .....

*Goals* .....

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*Next Steps* .....

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## **Year 2** .....

*Goals* .....

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*Next Steps* .....

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## **Year 3** .....

*Goals* .....

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*Next Steps* .....

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## **Year 4** .....

*Goals* .....

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*Next Steps* .....

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## **Year 5** .....

*Goals* .....

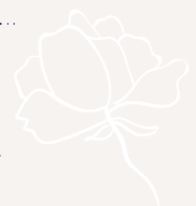
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*Next Steps* .....

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# NOTES

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resources to create your personal  
brand and boost your visibility

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