**Become an Expert in your field**.

**Action Item for May.**

“ **Have a clear understanding of what you do and why, for whom, and what makes your doing it special.”**

**Answer the question below.** You may think about what brought you into your field. Why did you decide to use your product? How does your service help your clients?

NAME: COMPANY:

CHAPTER:

**How will I know when I need your services?**

**1.**

**2.**

**3.**

**4.**

**5.**

**6.**

**7.**