

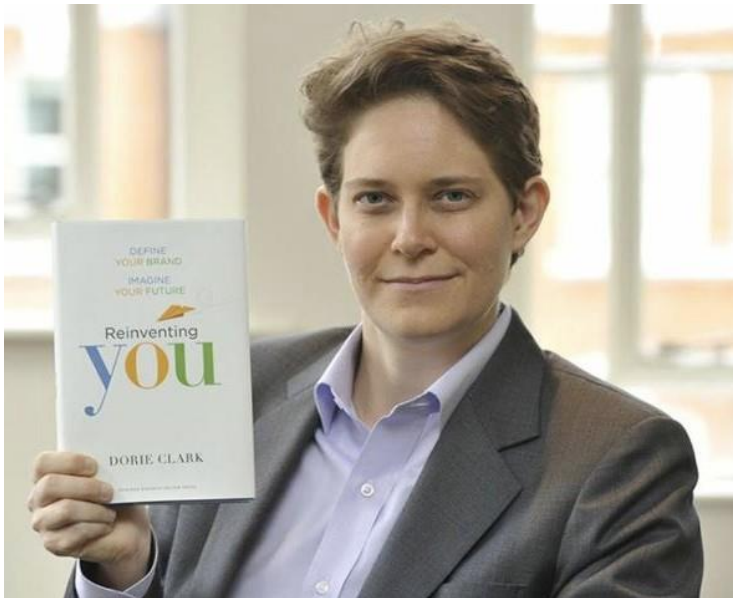


THE REACH INTERVIEW SERIES FROM CAREERBLAST PRESENTS

Entrepreneurial You - Monetize Your Expertise & Create Multiple Income Streams

Thursday, Dec. 14, 2017 at 12:00 noon EST

OUR GUEST: DORIE CLARK



Dorie Clark is an adjunct professor at Duke University's Fuqua School of Business and a professional speaker. She is the author of [Entrepreneurial You](#) (Harvard Business Review Press).

Her previous books include **Reinventing You** and **Stand Out**, which was named the #1 Leadership Book of 2015 by Inc. magazine, one of the Top 10 Business Books of the Year by Forbes, and was a Washington Post bestseller.

The New York Times has described her as an "expert at self-reinvention and helping others make changes in their lives."

A former presidential campaign spokes- woman, she is a frequent contributor to the Harvard Business Review, and is a consultant and speaker for clients such as Google, Yale University, and the World Bank. She is also a producer of a multiple Grammy-winning jazz album.

You can download her free Entrepreneurial You self-assessment workbook and learn more at dorieclark.com/entrepreneur.

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AGENDA / TOPICS

1. How do you guard against the disappointments or down periods in building a coaching practice?
2. Why is it critical to have multiple revenue streams?
3. So what are some examples of multiple revenue streams that an entrepreneur could have?
4. If someone wants to create multiple income streams in their coaching business, what's the first step?
5. I hear a lot of coaches talk about wanting to do paid speaking. For instance, how do you break into that?
6. In your writing, you've often returned to email list-building as a critical component. Isn't email supposed to be dead? Why does that matter?
7. You're also a big fan of content creation. What does that look like, and how can someone get started?
8. Online entrepreneurship has often been associated in the popular imagination with charlatans or get rich quick schemes. But you argue that more coaches should get involved in it. So how can established, non-scummy professionals do it right?

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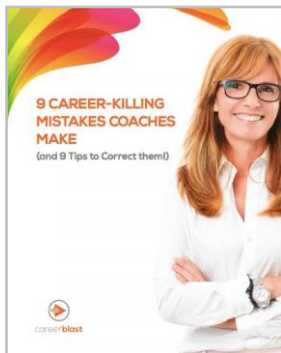


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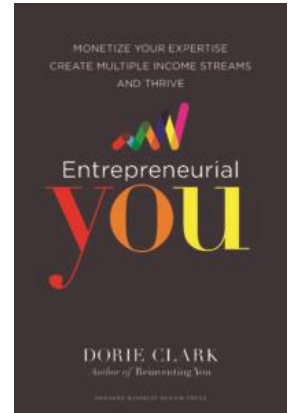
<http://careerblast.tv/>



LINKS

dorieclark.com- Dorie's website

dorieclark.com/entrepreneur- 88 question Entrepreneurial You self-assessment



ADDITIONAL NOTES
