



Hit Record

Get your expertise **out of your head**
in 7 days.

The cost of being the best-kept secret

You've done the work.

You've built the expertise.

You've invented the solution.

But you're still getting overlooked.

This is the story of a lot of people.

Great work hidden under noise.

The leaders that win aren't the ones that know the most or have the best product. They just happen to be in front of the right audience when that audience has a problem to solve.

They build trust over time, and it turns into opportunities.

Your expertise is stuck in your head

Most AI models are trained on public data, scraped from the Internet.

There's a premium on private data. Data that's recently created or in private knowledge bases. A portion of that "private data" is the information stuck in your head. Your personal experiences and stories.

AI does not have access to that (yet).

In the age of AI, your story is even more important. If you don't speak from a place of personal experience you'll sound like everyone else.

What's really in the way

Some say: "I don't want to self-promote." "I don't want to be too salesy." The reality is that you are limited by perfection, mainly because you are caged by your high-level of expertise. You are such an expert that you think your expertise has to be perfect before you talk about it, or that people will just notice it.

Perfection is a symptom of resistance. Other symptoms include overthinking, falling for distractions. So you never start.

The reality is that options and opportunities don't just appear.

They are available, but beyond a veil of resistance.

This requires consistent action.

Consistent action requires a system.

Why 7 days

When I decided to start posting, I didn't commit to 730 days. That would have overwhelmed me.

I committed to 7 days. Just to see if I could.

Those 7 days turned into 30. Then 90. Then 365. Then 730.

The first 7 days were the hardest. Overcoming resistance. Fighting perfectionism. Posting anyway.

But once I built the momentum, it became inevitable.

How Hit Record works

Don't start from a blank page.

A good test for this is the “voice memo”. Write like you are sending a voice memo to a friend that asked a question about the topic. Use a voice recorder to record it and transcribe later.

Write like you talk and write for an audience of one – like you were addressing it to one person.

Do not write and edit at the same time. Write your first draft as quickly as possible. Just put down a brain dump.

Then step away and allow your ideas to incubate. You edit later.

Draft like a child. Edit like an engineer.

DAY	STEP	WHAT YOU HIT RECORD ON	EXPERTISE BRIEF QUESTIONS
0	Start	Your intro and your voice	1 · Intro, 8 · Voice
1	Extract	Your best clients	2 · ICP
2	Extract	The problem, in their words	3 · Problem, 10 · Trends
3	Extract	Fit signals and red flags	11 · Competitors, 7 · Guardrails
4	Build	Your one sentence	4 · Story, 5 · Differentiation
5	Build	Your proof stories	12 · Proof, 6 · Themes
6	Launch	Your first 10 conversations	Your list of 10
7	Launch	Your first messages	9 · Offers

The numbered questions are your Expertise Brief. Each day you'll answer one or two of them, so the numbers jump around. All 12 are in order at the end of this workbook.

● **HIT RECORD · DAY 0**

Be honest with yourself. What's your SPECIFIC resistance?

- ☐ Fear of judgment ("What will people think?")
- ☐ Imposter syndrome ("Who am I to talk about this?")
- ☐ Perfectionism ("It's not good enough yet")
- ☐ Comparison ("Everyone else is better")
- ☐ Confusion ("I don't know what to say")
- ☐ Time ("I don't have bandwidth for this")

Write it down. Name it. That's the first step to overcoming it.

SPEAK IT OUT · YOUR EXPERTISE BRIEF

- 1 What's your name, company, and what you do in one sentence?
- 8 How would you describe your voice in 3 words?

FROM THE FIELD

"...in a way that we can step back and review them."

Founder, industrial automation company · after his Expertise Extraction Interview

Your best clients

I spent over a year building an app. Just to launch it and no one showed up.

With no money left in my bank account, I started again with just email and Skype, sending hundreds of outreach emails that led to my first deal.

That's when I learned the power of discovery calls and talking to customers.

If you don't know your end goal, you'll never get to it.

The goal here is to lock in what matters the most right now. This exercise really boils down to two things:

1. Where you are now, and
2. where you want to go.

Everything else, are just questions to clarify these two points.

● HIT RECORD • DAY 1

- What's the one result that will make the next 12 months a success?
- Who are your top 3 most valuable customers now?
- What do they have in common (industry, triggers, budget signals)?
- Where are you currently winning faster/larger?
- If you doubled down on one thing for 6 months, where would you see the fastest revenue lift?

----- SPEAK IT OUT • YOUR EXPERTISE BRIEF

- 2 Who is your ideal customer? (job title, company stage, industry)

FROM THE FIELD

"I didn't have a mechanism to really create that conversation."

Founder, leadership coaching firm • outreach to people who already knew the firm

25%

reply rate

2

meetings

2

requests for proposals

The problem, in their words

My first client was a US-based automotive company expanding into emerging markets. I helped them source and vet distribution partners. When the client came across from Germany to meet with these partners, we drove from partner to partner, spending a good amount of time in the typical Lagos traffic. While we stalled, between vehicles I asked my client: “You’ve done this a lot, traveling to different countries to build partnerships. What’s the one most important thing you do first?”

Without thinking about it, he responded: “it’s about finding a trusted business partner. All I need is one. A guide I can trust. Everything is easy after that.”

When you’re helping your buyers navigate a complex market landscape, you need to become a trusted partner.

If you are going to solve problems for people, you are going to have to talk to them to understand how you can help.

You just have to reframe your mind and be curious, empathetic, and a good listener.

Have as many of these calls as possible until you start hearing the same challenges and ideal solution. Once you have done 10 of these calls, you’ll begin to notice trends.

● HIT RECORD · DAY 2 · ANSWER AS YOUR BEST CLIENTS WOULD

1. What’s your current situation in your business?
2. What are your main challenges?
3. How is it impacting your business (and you)?
4. If you could wave a wand and get an ideal solution, what would it be?
5. What benefit will this solution bring to your business (and you)?

Write down the ten client questions or questions you always get asked.

SPEAK IT OUT · YOUR EXPERTISE BRIEF

- 3 What specific problem does your ideal customer have - in their words?
- 10 What industry trends are most relevant to your ideal customer right now?

FROM THE FIELD

“I don’t know [what success looks like]... I want a well-documented engine.”

Founder, medtech regulatory advisory firm · at kickoff

Fit signals and red flags

If you fail to ask the right questions you might waste too much time with prospects that lead nowhere.

The best entrepreneurs and sales people fill their pipeline with decisive leads.

Because they know their biggest competition is not another person or company offering similar services: It is inaction, fueled by the fear of making a mistake.

Choose who not to chase

It's not only what you choose to do, it's also what you choose not to do.

You build momentum from clarity by making tough choices and sticking to them.

The name of the game is avoiding shiny objects that dilute your impact.

Judging the indecision: Know that indecision can pop up in any section of the process. Gauge the prospect's ability to be decisive early in the process to know whether to move forward or not.

ASK: "Is this person someone I'd want to have a conversation with?"

● HIT RECORD · DAY 3

- What makes them want to act now rather than later?
- What events or conditions would make them feel this pain acutely?
- Who has both the budget and agency to act on the problem?
- Where do they already spend money to fix that pain?
- No-go List: what are the "no-go" rules (what you won't do)?

SPEAK IT OUT · YOUR EXPERTISE BRIEF

- 11 Who are your main competitors or what do you replace?
- 7 What should your content NEVER do or say?

FROM THE FIELD

Medtech regulatory advisory firm · the founder's fit rubric, applied before outreach

381

companies
found

98

fit the
rubric

2

calls booked (founder and VP of
Regulatory)

1

warm VC
introduction

Say it in one sentence

I was once on an intro call with a mentor, telling her my journey leading up to a career pivot that I needed advice on. At the end of my introduction, she said: “As an engineer, who grew up in Nigeria...”

My mind trailed as she spoke. I was surprised.

“That’s all she picked up in my lengthy 10-minute monologue.” I thought to myself.

When I asked why she focused on that, she said: “Well, you told your journey linearly and I anchored to the first thing you said.”

I learned an important lesson that day. It might be tempting to tell people your entire story, leading to where you are now.

Stop. Reverse it.

Start with where you are and then tell your story.

Always begin with how you want to be remembered.

Don’t try to be better.

Just be different.

We have a tenet in Narrative Fusion Lab, and it goes like this: if you confuse the reader, you lose the reader.

Stop trying to be “clever.”

Start being clear.

Your skill stack

What I’ve found that works for me is what I call a “skill stack.”

List 3-4 things you’ve a skill in or that you’ve experienced and stack them up. That’s your positioning.

Your experience stack gives you a unique perspective and a differentiated place to stand on.

You will improve it through feedback when you start talking to your audience.

Start somewhere.

Always be refining.

● **HIT RECORD · DAY 4**

- Who do you serve? (The more specific, the more terrific)
- What problem do you solve? (in one word e.g. procrastination)
- How do I solve it? (in one sentence)
- List 3-4 things you've a skill in or that you've experienced and stack them up.

Another test is the “Dinner Test.” When you think of a story, imagine you were telling your friends and family at dinner.

SPEAK IT OUT · YOUR EXPERTISE BRIEF

- 4 What's your story and what makes you uniquely qualified?
- 5 What do you help customers achieve, and how is your approach different?

Your proof stories

For instance, in my first book Press Play, I related a story about heading back home from a business trip, where I had spent 3 weeks at a factory, optimizing the process. Exhausted on my flight back, I sat next to a man that ordered a can of coke. He took a sip and in a few minutes, the attendant came by with the trash bag and he threw it away. I was so frustrated. In my mind I thought “are these the people we are optimizing for?”

My rage was internal.

Readers love that story. It was very relatable. Not life-changing but I raised the emotional stakes.

When people hear this, they think they always need life-changing events to have great stories. You don't.

Extract powerful, authentic stories from your experience that demonstrate credibility and insight. With this approach it does not feel like self-promotion. You're just sharing what you know.

Three ways to be credible

Most people think you have to be a world-renowned expert to be credible. You don't have to be Oprah or Elon Musk to have “something credible” to say. You have expertise and there are multitudes of people a few steps behind you looking for your knowledge.

- “I am an expert in this industry, here's what I know.”
- “I have spoken to x number of experts in this industry, here's what I found.”
- “I am not an expert but I have a personal story that happened, here's my personal story and opinion.”

Build your narrative bank

Be a content documentor.

Not a content creator.

Do what is called “homework of life”

At the end of the day, ask this question: “what about today is different from any other day?”

Write one sentence to remember.

Do this homework for 3 months and you have 90 new stories.

● HIT RECORD · DAY 5 · THREE CLIENT WINS

- **Pain:** Urgent, costly problem
- **Promise:** Specific transformation you can claim
- **Proof:** Evidence (stories, data, testimonials)

Most people see [the polished end result].

They don't see [the messy reality].

Here's what actually happened: [Story with specific details, dialogue, tension]

SPEAK IT OUT · YOUR EXPERTISE BRIEF

- 12 What's one result a client got that you're genuinely proud of?
- 6 What topics do you write or speak about most? (4-5 core themes)

Your first 10 conversations

I was on a call with the hiring manager of a company and she kept saying, through the interview “your resume is very impressive.”

I smiled. “Thank you.”

In the back of my mind, I asked: “wait what resume? I never sent one. I got introduced to you by someone in my network.”

Two weeks later, I got an offer. I later found out they were looking at my LinkedIn profile.

I wish people understood this about the Internet: You post online to talk to people offline.

Most opportunities—jobs, business, partnerships—happen through conversations, and while the internet lets you talk to anyone, it has also flooded inboxes with strangers.

Humans do business with humans.

And people are more likely to get on a call with people they trust.

So instead of reaching out to a small number of people at the exact time you need to, hoping they need your services or product, attract conversations before you need to have them.

Where your first 10 come from

There are two main partnerships to prioritize:

- Similar sized businesses in your industry or companies that value what you value.
- Larger businesses with audiences that already have the audience you are looking for.

● HIT RECORD · DAY 6

Create a list of contacts in your target audience.

- Who has both the budget and agency to act on the problem?
- If they don't know you, ask for a warm intro from someone that knows them.

Set up your filter list: 10 people in your ICP to engage with this week.

#	NAME	WHY THEM	WHY NOW	WARM INTRO?
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Send your first messages

Let me take you back a bit to my business after finishing at Stanford business school. After 100+ emails sent, 20 discovery calls, 14 proposals sent, I finally landed my first deal.

I did a little dance then I realized I had to get to work.

Most people don't talk, waiting for permission to be picked.

However, we are in a permissionless economy where you can just do it.

A lot of people think sales is sleazy but it doesn't have to be that way.

Think of it as you're trying to reach the people you can service.

How to write the message

1. **Subject Line:** Make it beneficial and something that piques their interest.
2. **First Line:** Personalize with their first name or something you interacted with or industry-specific.
3. List out how what you have can be helpful.
4. Keep it short and concise (respect their time).
5. Ask for a call. Always end with a request, don't leave it open ended.
6. Ask for a 15-minute call (low investment).
7. Add your social profile in your signature. (A lot of people will check you out before responding).
8. If no response, follow up at least once. At most twice.

When they reply

On the discovery call, ask these five questions:

1. What's your current situation in your business?
2. What are your main challenges?
3. How is it impacting your business (and you)?
4. If you could wave a wand and get an ideal solution, what would it be?
5. What benefit will this solution bring to your business (and you)?

Pay attention and be as helpful as possible.

● **HIT RECORD · DAY 7**

Write like you are sending a voice memo to a friend that asked a question about the topic.
Use a voice recorder to record it and transcribe later.

Send 1-2 thoughtful DMs to people you want to connect with.

Keep it human. Keep it authentic.

SPEAK IT OUT · YOUR EXPERTISE BRIEF

⑨ What are your core offers? (name + one-sentence description each)

For those that shy away from sales, remember that someone is saying: “Your ego is my opportunity.”

Start getting comfortable with rejection.

The High-Value Convo Northstar

In the practice of having high-value conversations, the second closest thing as a point of measurement is the number of high-value conversations you're having. Trust the process, knowing that if you have significant high-value conversations, opportunities will emerge.

Every week, ask yourself, "how many intentional high-value conversations am I having?"

That's your Northstar.

What I need you to remember

- You don't know what you know until you start writing about it.
- Starting is data. Data gives feedback. Feedback builds momentum.
- The resistance never fully goes away. But it gets quieter with reps.
- Consistency beats intensity. Always.
- The real deals happen in DMs, not in viral posts.

Make the choice

Motivation is a choice.

There are 3 Cs in motivation.

- **Competence:** Can I do it?
- **Consequence:** Will it work?
- **Choice:** Is it worthwhile?

Competence and consequence both just require patience.

The people that have agency stay motivated. Why? They make the choice.

Yes, you can too.

What comes next

KEEP PRACTICING

Practice Ground

Every Saturday

READY TO TALK

Clarity Call

30 minutes

HIT RECORD WITH
ME

**Expertise Extraction
Intensive**

1-week positioning

BUILD THE ENGINE

GTM Engine Sprint

5-week outreach
build

No pressure. Just options.

It's a choice to practice patience.

The HOW is the WHY.

I hope you start practicing today.

Yours truly,

Nifemi

The 12 questions

It's the first step my clients take when we do an engagement together.

1 What's your name, company, and what you do in one sentence?

2 Who is your ideal customer? (job title, company stage, industry)

3 What specific problem does your ideal customer have - in their words?

4 What's your story and what makes you uniquely qualified?

5 What do you help customers achieve, and how is your approach different?

6 What topics do you write or speak about most? (4-5 core themes)

7 What should your content NEVER do or say?

8 How would you describe your voice in 3 words?

9 What are your core offers? (name + one-sentence description each)

10 What industry trends are most relevant to your ideal customer right now?

11 Who are your main competitors or what do you replace?

12 What's one result a client got that you're genuinely proud of?