## Lesson 19 Worksheet: Your Invisible Wealth

This worksheet will help you assess your wealth (or otherwise) in each of the invisible currencies described in lesson – and help you find ways of growing your invisible wealth.

**1. Intellectual Property**

How much work have you produced that is of a publishable/saleable standard?

Do you still own the copyright to it? (Remember, you automatically own the copyright unless you sign it away.)

Are you making the most of your copyright – either by selling the work or licensing it for money, or by licensing it for free distribution (in return for publicity and opportunities)?

Do you have a brand name that functions as a trademark? (See Lesson 17 for an discussion of whether you need to register the trademark.)

Do you own any patents? If not, have you produced any inventions that could be patented?

Do you need legal advice – or just to learn more about intellectual property – in order to realise the full value of your assets?

**2. Social Capital**

***(a) Your network***

How wide and strong is your professional network?

How much time do you invest in networking (online or offline) every month?

How many people do you know who you could help find opportunities?

How many people do you know who you could ask for professional advice or favours?

***(b) Your reputation***

Who has heard of you within your industry?

What (if anything) are people saying about you?

**3. Popularity**

How important is popularity to you personally?

How important is it to achieving your career goals?

What kind of people are your target audience or market?

How many of them know who you are?

How many of them would say they are fans of your work?

How many of them buy your work (or actively engage with it another way)?

What (if anything) do you need to do about the answers to the popularity questions?

**4. Egoboo**

Who are your professional peers – the ones whose opinion really matters to you?

What's the best / worst thing they could say about you?

What’s the best thing any of them *have* said about you?

What can you do to get them to pay more attention to your work?

**5. Critical Reputation**

What (if anything) have the critics said about your work?

Are there any comments you particularly treasure?

Were there any criticisms that stung you?

Be honest: Did the critic have a point – even if they didn’t express it very well?

**6. Credibility**

What have you done that has added to your credibility?

Have you ever done something that damaged your credibility? If so, is there something you can do now to repair the damage?

What could threaten your credibility in future? How can you prevent that happening?

What can you do to build your credibility – either by acting more consistently, or talking more about what you do?

**7. Time**

Do you have enough time to do what you want to do?

How much control do you have over how you spend your time?

How wisely do you spend the time you have?

What could you do to create more time for yourself?

*Hints:*

- Everyone – develop better habits; give up less important things

- Employees – negotiate with your boss

- Entrepreneurs/freelancers – outsource (to contractors), delegate (to employees or partners), automate (using software), experiment with new business models

**8. Attention**

Are you paying attention right now?

How easy do you find it to focus your attention on something – and keep it there?

What interferes with your attention?

What helps you improve your attention?

What could you do to minimize distractions in your life?

What could you do to improve your powers of concentration?

(Meditation works well for me: <http://the99percent.com/tips/6314/what-daily-meditation-can-do-for-your-creativity> )

**9. Virtual Real Estate**

Do you own any web properties (i.e. your own website, not a profile/page on Facebook, Instagram etc)?

How valuable are they in the eyes of this URL Appraisal Test? <http://www.urlappraisal.net/>

How valuable are they to *you*? Do they bring you income, inspiration, and/or opportunities?

For advice on how to improve the value of your web properties, see Lesson 13: <http://lateralaction.com/creative-internet-marketing/> **10. Opportunity**

What were the biggest opportunities that got you to where you are now?

How did you get them? Were they given to you or did you create them yourself? Or a bit of both?

What opportunities are available to you right now?

What opportunities do you want that you don't yet have? How can you create them?