

THE INVISIBLE EXPERT

Companion Workbook — Volume 1

Unpack Your Invisible Capital in 60 Minutes

A practical workbook based on the LEAP™ Method by Dmitry Netkach

How to Use This Workbook

This is not a reading exercise.

It is a working session.

Sixty minutes. Three tools. One output: a clear picture of what you already have — and what it is worth to someone who does not have it yet.

You do not need to prepare. You do not need to have a product idea. You do not need to know what you want to build.

You need a pen and an honest hour.

Three rules before you begin:

First: write without editing. Your first answers are almost always your most accurate ones. The editorial voice that wants to refine everything is the same voice that has been keeping your expertise invisible. Silence it for sixty minutes.

Second: do not skip ahead. Each exercise builds on the one before it. Exercise 3 will not work without Exercise 1. The sequence is the system.

Third: this is not a performance. Nobody reads this but you. Write what is actually true — not what sounds impressive.

Exercise 1

The Curse of Knowledge Audit

Time: 15 minutes

There is a reason the most qualified professionals are often the least visible ones.

The more deeply you understand something, the harder it becomes to remember what it was like not to understand it. Your knowledge feels obvious to you — which means you have stopped seeing it as knowledge at all.

This is called the Curse of Knowledge. And it is the first thing standing between your expertise and a digital product.

This exercise breaks it.

Step 1: Name three things you know that most people in your field do not.

Not credentials. Not job titles. The actual knowledge — the pattern recognition, the shortcut, the thing you spotted years ago that changed how you work.

Write without hedging. "Everyone knows this" is almost never true.

1. _____

2. _____

3. _____

Step 2: For each one — answer the Three Fool's Questions.

These are called Fool's Questions because they feel too simple to ask. That is exactly why they work.

Fool's Question 1: Why does this matter at all? Fool's Question 2: What happens if someone does not know this? Fool's Question 3: Can you show me a real example?

Answer all three for each item above.

ITEM 1:

Why it matters: _____

What happens without it: _____

Real example: _____

ITEM 2:

Why it matters: _____

What happens without it: _____

Real example: _____

ITEM 3:


Why it matters: _____

What happens without it: _____

Real example: _____

Step 3: Complete this sentence.

"What seems completely obvious to me — but is genuinely valuable to someone who does not have my background — is..."

 **Save this page.** Your answers here are the foundation for Exercise 3.

Exercise 2

The Cost of Inaction Calculator

Time: 15 minutes

Most professionals who have not yet packaged their expertise have been aware of the idea for somewhere between two and seven years.

This exercise makes the cost of that delay visible — not to create guilt, but to create clarity.

Guilt is not useful. Accurate accounting is.

Step 1: How long have you been aware that you should do something with your expertise? Write a number. Be honest.

Years: _____

Step 2: Estimate conservatively.

If you had built one digital product three years ago — priced modestly at \$350 — and sold it to twelve people in the first year through your existing professional contacts:

Year 1 revenue: $12 \times \$350 = \$4,200$

What would Year 2 look like with referrals and one additional product?

Your estimate: \$_____

Year 3?

Your estimate: \$_____

This is not a projection. It is a calibration exercise.

The number is not the point. The pattern is.

Step 3: Answer these two questions in writing.

Do not answer in your head. Write it down.

Question 1: What will be different in my professional life in three years if I start building now?


Be specific. Not "things will be better." What specifically will exist that does not exist today?

Question 2: What will remain exactly the same in three years if I do not start?

Be specific. What will still be true? What will still be missing?

Step 4: Read both answers together. Write one sentence.

"The real cost of another year of inaction for me is..."

 This sentence is yours. Keep it somewhere visible.

Exercise 3

The 7-Category Expertise Map

Time: 30 minutes

Most professionals who try to build a digital product start by listing their credentials.

That is exactly why they cannot find the product.

Credentials are the packaging. The product lives somewhere else — inside the pattern recognition, the repeated mistakes they have seen, the questions nobody else in their field is answering directly.

This exercise maps your actual expertise across seven categories. Most professionals who complete it discover the same thing: they have significantly more than they thought. And the most valuable category is almost never the obvious one.

Fill in every category. Minimum three items per category. Do not edit — write everything that comes.

Category 1: Methods and Systems

What specifically do you do — step by step. Your approaches that differ from the textbook. Things you do differently from most people in your field.

1. _____
2. _____
3. _____
4. _____
5. _____

Category 2: Mistakes You Have Watched People Make

Patterns of failure that repeat. What you have seen go wrong dozens of times that others do not notice until it is too late.

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Category 3: Questions You Are Asked Repeatedly

What do clients, colleagues, students, or patients ask you — again and again? A repeated question is an unmet market need with your name on it.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Category 4: Cases From Your Practice

Specific situations where your knowledge changed an outcome. Brief — two to three sentences each. Exact details where possible.

- 1. _____

2. _____

3. _____

4. _____

Category 5: Knowledge From Adjacent Fields

What do you know well that is not your "official" expertise? Adjacent knowledge is often the scarcest asset — because almost nobody has your exact combination.

1. _____

2. _____

3. _____

Category 6: Your Explanations and Metaphors

How do you explain complex things in plain language? The comparisons, analogies, and framings that work when you are teaching or advising. These are your voice — and they are not replicable.

1. _____

2. _____

3. _____

Category 7: Beliefs Where You Differ From the Mainstream

Where does your professional position diverge from the conventional view in your field? What do you think differently – and why? This is where the most valuable content lives.

- 1. _____
- 2. _____
- 3. _____

Now: look at all seven categories together.

Which category surprised you most?

Which category contains something you have never seen anyone else publish clearly?

Which category, if turned into a product, would be immediately useful to a specific person you already know?

Your niche in one sentence.

This is a first attempt — not a final answer. It should be specific enough that one person reads it and thinks: *that is exactly me.*

Fill in the template:

"I help _____ achieve _____ using _____."

I help _____

achieve _____

using _____

What You Have Now

You have just done what most professionals with decades of expertise have never done.

You named what you know. You calculated what silence costs. You mapped where the product lives.

This is the beginning of the Legacy phase of the LEAP™ Method — the first of four phases that take you from invisible expert to published practitioner.

Your next step:

Read *The Invisible Expert: How Professionals Over 40 Turn Decades of Knowledge into Digital Income* — available now on Amazon.

The full LEAP™ system — Legacy, Extract, Activate, Perpetuate — walks you through every phase with the same precision this workbook introduced.

The map is here. The territory is the book.

"The income is evidence that your knowledge will outlive your practice."

Dmitry Netkach

Author, The Invisible Expert Creator of the LEAP™ Method

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