



Exposure Résumé Worksheet

Your Exposure Résumé is your résumé for success.



An Exposure Résumé can relate to both your personal life and your career. Take a look at the chart below:

Date	What You Did	Result	Still Alive?
2014	Worked at Pepsi	Quit	Yes
2016	Made start-up	Failed	Yes
2017	Met love of life	Broke up	Yes
2018	Went back to school	Got degree	Yes
2020	Director of Human Resources	Promoted	Yes

As you can see, it doesn't matter what challenges you face. At the end of each situation, you come out alive. That means that your personal brand follows you around until the day that you die.

To maximize the strength of your personal brand, you can't rely on your career or your business. You may not still have it a year from now. The only thing you can rely on is your personal brand. The Exposure Résumé gives you exactly what you need to uncover in order to stand on your personal brand for the rest of your life.

You can build your Exposure Résumé in six steps.

Step 1. Answer the following three questions for each of the “skeletons in your closet” that you want to expose in order to ditch the act to reveal your whole self and drive differentiation, growth, and loyalty.

1. What is a secret that you've been hiding from everyone because you're fearful of what others may think of you?
2. Why are you so scared of telling others about that event, and what makes you feel so ashamed about it?
3. How do you feel people would react and think of you if you told them the truth?

(See next page for examples and a place to write your answers.)

Here are Leonard's answers:

What is a secret that you've been hiding from everyone because you're fearful of what others may think of you?

LEONARD: I was scared to tell people that my electricity was shut off.

I got an eviction notice and was about to lose everything, so when people asked me how I was doing, I said that I was fine and that business was great.

Why are you so scared of telling others about that event, and what makes you feel so ashamed about it?

LEONARD: I thought others would think that I was a loser and that I wasn't good enough. Because of that, I thought they would judge me for being so broke and wouldn't want to be my friend anymore and that they would abandon me.

How do you feel that people would react and think of you if you told them the truth?

LEONARD: I was scared that others would look down on me and that

I wouldn't be good enough to be their friend or peer if they learned the truth. I thought they would have kicked me out of their life and that

I would lose respect and dignity.

Now it's your turn to answer the questions. (Print multiple sheets as necessary.)

What is a secret that you've been hiding from everyone because you're fearful of what others may think of you?

Why are you so scared of telling others about that event, and what makes you feel so ashamed about it?

How do you feel that people would react and think of you if you told them the truth?

Step 2. Realize that your perceived truth about this particular “skeleton” has some fictional elements that you made up in your own head.

You’re thinking of what-ifs, not what is happening.

In the list below, check the boxes of what you think will happen when you share your secret. Don’t worry if you find it difficult to check any but the last box; we thought the exact same thing, but then all of the following happened (except the last box) when we shared our stories.

- I will be able to control my own narrative.
- I will be able to be truthful and honest with not just others, but myself as well.
- By being honest with myself, I will be able to gain confidence and like myself more.
- By being open and honest, others will be open and honest with me.
- I will be able to attract genuine and honest people into my life who can become friends, mentors, business partners, and clients.
- I will be able to create deeper relationships with others and build a network of trust.
- I will be able to build genuine connections with others because they will trust me for being so honest and open.
- I will be able to be in an environment where we work together to lift each other up instead of tearing each other down.
- I will be able to start to inspire the lives of others because they will see how open and honest I am with my own shortcomings, and they will know they don’t have to be perfect either.
- People will begin to pay attention to what I’m doing.
- People will begin to respect me.
- People will begin to follow me on social media.
- I will become an authority in my space, and others will cite me in their blogs, articles, videos, conversations, speeches, and so forth.
- People will be able to connect with me because they have gone through similar events themselves.
- People can’t use the things in my past against me because I got ahead of them by already making my past problems known.
- People will call me brave and stand behind me because I am sharing what others are afraid to share.
- No one will expect me to be perfect, nor will I expect others to be perfect either, because we are all flawed creatures who are fighting our own battles, no matter how successful we look on the outside.
- People will invite me onto their podcasts to share my story.
- People will want to interview me about my story.
- People will want to do business with me because they can connect to me at a deeper level.
- I will have more opportunities to move up and progress in my life.
- I will have better relationships with people that I am close with.
- It will give me confidence to take on new challenges and opportunities.
- I don’t believe any of the above will happen because I’m a Debbie Downer and I hate everything in life, but I will give this exercise a try anyway because I have nothing better to do with my life. (If this is you, that’s okay. This used to be us too, and look where we are now.)

Step 3. Design your story behind this “skeleton,” and don’t leave out any details.

If you had the opportunity to share your whole story behind this “skeleton” now, what would you say? (Write it here.)

Step 4. Repeat Steps 1-3 for as many “skeletons” as you can.

Try to identify at least five initially, and allocate time later to go back later and really think about the things that you are fearful to share. Store these additional answers in a folder called your Exposure Bank. These “skeletons from your closet,” could be embarrassing moments, stories from your past, hardships you went through, and so forth. You can write them down fully expressed, or write them as a list to expand upon them later. Use the prompts in steps 1–3 to start building out the story behind these events. The Exposure Bank of stories will inspire the content you create that will connect you with others.

Step 5. Build your new Exposure Résumé to funnel the skeletons into line items.

It is time to reference your Exposure Bank that you have now built in the above steps, and retrofit your failures, missteps, and pains. Instead of touting all your accolades, let's use the identification of these failures to discover and highlight the skills, strengths, and experience that you now have as a result.

Looking at your Exposure Bank, list your skills after having learned from these failures, missteps, pains, etc.

Skills

List your strengths after having learned from your failures, missteps, pains, etc.

Strengths

Show how your skeletons translate into an updated experience section that includes what you've learned through pain, failures, etc. Add dates, your job title, and the name and location of the company. Then describe your responsibilities and achievements in terms of impact and results. Use examples, but keep them short.

Experience

Dates from-to: _____

Job title: _____

Company, location: _____

Dates from-to: _____

Job title: _____

Company, location: _____

Dates from-to: _____

Job title: _____

Company, location: _____

Use the next section to highlight any new relevant passions and activities, and describe how you like to give back to help others avoid the mistakes you have made. It's good to include how your experiences have made you a better leader. Highlight any volunteer experiences that were a result of learning from your mistakes.

Activities

Step 6. Use this new Exposure Résumé to establish and build your brand/following/readership by sharing the stories that you have established in your Exposure Bank.

If you fear that you will look weak to others, the truth is that you won't. Remember if they are Level 3 or Level 4, you can build up to sharing by continuing to share Level 1 and Level 2 Exposures, until you find the courage to start sharing your bigger "skeletons." It will be scary. But learn to let your fears guide you, because people will be able to relate to your pain, insufficiencies, and failures.

Refer to step 5 and think of the lessons you have learned, and the new skills that you have acquired as a result of what has gone wrong. Share your stories in your Exposure Bank that you have identified through the process of building out your Exposure Résumé. Share them on Quora, Medium, LinkedIn, your blog, and your other social media platforms.

For more details on how to specifically share these stories, refer to Chapters 9–12 to understand the steps you need to take. (If you have not gotten your copy of *Ditch the Act*, visit DitchTheAct.com.)

Here is an overview:

- Write your Exposed and Authentic Bio and incorporate your whole story, including what went wrong.
- Build content around lessons learned.
- Develop a brand that owns your authentic journey.
- Use digital platforms and become a resource to others who face similar challenges.