

Original Tim Ferriss Expert Formula (from *The 4-Hour Workweek*)

- Read top 3 books in your niche
- Summarize and synthesize content
- Join 2–3 trade associations
- Create your own title or certification
- Write articles for trade publications
- Get quoted in media
- Offer to speak at local events
- Build a basic website for credibility

2025 Updated Expert Formula

- Speed-audio top 3–5 books
 - Use AI for notes and highlights
- Summarize more sources with AI
 - Feed into NotebookLM or similar
- Create quizzes to lock in knowledge
 - Auto-generate with GPT tools
- Coin your method or framework
 - Use AI for naming, branding, positioning
- Build pro website and brand stack
 - Auto-generate logos, copy, lead magnets
- Embed niche-specific tools or calculators

- Use no-code + AI to offer value fast
- Join online & real-world associations
 - Use AI to scout for strategic memberships
- Write authority articles with AI help
 - Blend top expert takes + your voice
- Launch a book on Amazon KDP
 - Write and format with GPT + design tools
- Start a podcast or YouTube channel
 - AI-assisted editing, titling, and summaries
- Speak at in-person events and meetups
 - Offer free talks, panels, or workshops
- Pitch media, podcasts, and virtual events
 - Use AI-crafted outreach at scale