



L IS FOR

LEADERSHIP

— *Lead yourself, then be findable* —

**You don't need a bigger audience.
You need to be worth following.**

SEPTEMBER 2026 · A WORKBOOK BY DJ TJ

THE LEADERSHIP CIRCLE

01 WHERE YOU STAND THE SETUP

"Somebody's already following you. Lead like you know it."

This is a workbook. You write in it or you wasted your time. Month 1 you got honest and picked your ONE Thing. Month 2 you took your hours back and signed a charter with your name on it. That charter was for you. This month is about what happens when it stops being private — because the moment you started keeping your word, people started reading you. Your crew. The younger DJ watching how you handle a dead room. The client who noticed you stopped answering at midnight. Month 3 is where you lead that on purpose.

By the end of this month you walk away with a **Positioning Statement** — one line that says who you are, what you do, and who it's for — and a 30-day sharing calendar that puts your process where people can actually find it. Plus one relationship investment a week, no ask attached. None of it needs a bigger audience. All of it needs you to be worth following.

You can do this on the page, download it, or have it sent to you. However you run it is fine. What matters is that you actually do it.

This is Month 3. If you landed here first, start at G — this month assumes you've got a ONE Thing from July and a charter from August. The modules don't expire and the arc builds on itself: G → O → L → D → E → N.

REALITY CHECK

Here's the thing about leadership nobody tells a DJ: you've been doing it for years. Every time you read a room at 1 a.m. and pulled it back from dying, that was leadership. Every time a younger head asked how you got the gig and you actually told them. Every time your energy set the mood in the green room before anyone said a word. You didn't get a title for any of that. You didn't need one.

So let's kill the first lie: that leadership starts when somebody hands you people. It doesn't. It starts with the one person you already have — you. Sinek calls it the Circle of Safety, and the circle starts at one. If you can't keep your word to yourself, nobody outside the circle should trust it either. That's why O came before L. You spent August building standards. September is what happens when people can see them.

Second lie: that influence is an audience number. It isn't. Influence is what happens when people trust you enough to move when you move. You can have forty thousand followers and zero influence — they scroll past you like weather. You can have forty people who'd drive across the city for your set because you once drove across the city for theirs. That's the kind we're building. It's earned two ways: by service — leaders eat last, not first — and by being findable. Kleon's point is brutal in its simplicity: it's not enough to be good. Good and hidden is the same as not good. You have to show the work.

And that's where most creatives flinch. Showing your work feels like self-promotion, self-promotion feels gross, so you hide in the studio and tell yourself the work will speak for itself. It won't. Nobody's coming to your hard drive. Generosity trumps genius — you don't need to be the best in your city, you need to be the one who's actually out here sharing the process, teaching what you know, putting other people on. That's not promotion. That's leading.

Nobody follows a title. They follow whoever's keeping their word.

FROM ME

*[FROM ME — your story for this month. You go first, before asking the reader to. In G it was the whiteboard that looked organised and wasn't. In O it's the calendar full of everyone else's priorities. For L it's **a time you were leading people and didn't realise it** — a younger DJ watching how you handled a dead room or a promoter who stiffed you, a crew that followed your energy without you asking, a night you kept your word when it cost you and somebody told you later they noticed. Name the room. Name what they saw. End on the line that becomes this month's pull quote — the two-part snap: what you thought was happening / what was actually happening.]*

One counterweight, because I know this crowd. You hear "show your work" and start planning a content grind. Don't. One piece of process a week is the plan — not one an hour. One relationship a

week, not a networking blitz. Leadership that burns you out isn't leadership, it's performance, and people can smell the difference from across the room.

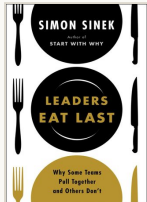
Three moves this month, in order.

- Lead yourself** keep your word to yourself first, because the Circle of Safety starts at one and nobody trusts a standard you drop the second it's inconvenient.
- Serve** leaders eat last. Generosity trumps genius. Who you put on, who you protect, who you help with no ask attached — that's the whole résumé.
- Be findable** good and hidden is the same as not good. Show the process, not just the product, and build the room around you on purpose instead of by accident.

Lead yourself, serve, be findable. That's the month. The work below runs all three and ends with one sentence that says who you are. **Phone in another room.** You'll need it later this month — for the sharing, not the scrolling.

THE BLUEPRINT

Three books built this month. Two of them are the spine. The third is the room you build around it. You don't need to read all three right now, though they're worth it. Here's the single playbook they make when you stack them.

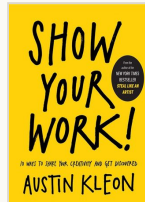


01 · LEAD YOURSELF

Leaders Eat Last

Simon Sinek

The circle. Leadership isn't being in charge — it's taking care of the people in your charge, and the first person in your charge is you. Build a Circle of Safety and people stop protecting themselves from you and start building with you. Trust first. Everything else sits on it.

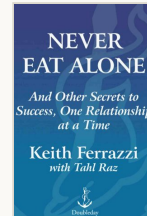


02 · SHOW IT

Show Your Work!

Austin Kleon

The window. It's not enough to be good — you have to be findable. Share the process, not just the product. Something small, often. Teach what you know. Scenius over genius: your scene makes you, so feed it. Generosity is the entire strategy.



03 · BUILD THE ROOM

Never Eat Alone

Ferrazzi & Raz

The room. Part B of this month — relationships as a capability, not the spine. Give before you get and never keep score. The people you already know and under-invest in are worth more than the strangers you're chasing. One real investment a week beats a hundred cold DMs.

How they stack. *Leaders Eat Last* builds the circle — trust, starting with the trust you keep with yourself. *Show Your Work!* opens the window — people can see in, and what they see is the process, not a highlight reel. *Never Eat Alone* builds the room — on purpose, one relationship at a time, generosity first. Then you name what they're looking at: the Positioning Statement. Lead yourself, serve, be findable. Run them in that order and you stop waiting to be discovered and start being worth it.

THE WORK

Six exercises. Write, don't think. Be honest or don't bother. Budget 45 to 60 minutes — one sitting or one a day over a week. Exercise 1 runs across a full week, so start it early.

This stays with you. Nothing here gets submitted or seen by anyone.

THE WORD COUNT

SELF-LEADERSHIP IS KEEPING YOUR WORD • LEADERS EAT LAST

For 7 days, count your promises. All of them — the "I'll send it tonight" to a client, the "I'm there at 9" to the crew, the "studio tomorrow, no excuses" to yourself. End of each day, tally: made and kept, or made and broken. Two rows for you, two for everyone else. Then total the rows.

PROMISES	MON	TUE	WED	THU	FRI	SAT	SUN	TOTAL
To myself · kept								
To myself · broken								
To others · kept								
To others · broken								

Now read the count. Kept divided by kept-plus-broken. Do it for yourself, for others, then overall.

Kept — to myself (kept ÷ total)

Kept — to others (kept ÷ total)

Kept — overall

The promise I broke most often this week — and who it was to

Who did I let down this week — and was it me?

Most people keep their word to clients and break it to themselves, then wonder why they don't trust their own plans. Your word to yourself is the first circle. If it doesn't hold there, nothing you build outward holds either.

02

THE CIRCLE

SINEK'S CIRCLE OF SAFETY • LEADERS EAT LAST

A Circle of Safety is the people you'd protect and who protect you — the ones who know your real numbers, your bad nights, the version of you that isn't on. Name them. Five, max. If you can't fill five, that's information, not failure.

NAME	THE LAST TIME I SHOWED UP FOR THEM
1	
2	
3	
4	
5	

Now the part you've been skipping. Where are you already leading without the title? Tick every room that's true.

☐ THE CREW ☐ YOUNGER DJS ☐ COLLABORATORS ☐ FAMILY ☐ CLIENTS ☐ A NIGHT / A SCENE

The room I lead by default — the one where people already move when I move, whether I asked for it or not

What that room sees when they watch me on a bad night (be honest)

You don't get to opt out of leading. You only get to choose whether you do it on purpose. Whoever's watching you is already learning something. Decide what.

THE SERVICE AUDIT

LEADERS EAT LAST · LEADERS EAT LAST + SHOW YOUR WORK!

Past month. Six interactions that mattered — a gig, a favour, a collab, a DM you answered or didn't, a moment with the crew. Then the honest mark: did you take first, serve, or neither?

INTERACTION	VERDICT		
1	☐ TOOK FIRST	☐ SERVED	☐ NEITHER
2	☐ TOOK FIRST	☐ SERVED	☐ NEITHER
3	☐ TOOK FIRST	☐ SERVED	☐ NEITHER
4	☐ TOOK FIRST	☐ SERVED	☐ NEITHER
5	☐ TOOK FIRST	☐ SERVED	☐ NEITHER
6	☐ TOOK FIRST	☐ SERVED	☐ NEITHER

The read: TOOK FIRST is the slot, the credit, the plate, the favour you called in. SERVED is the thing you did for them that cost you something. NEITHER is the transaction — nothing wrong with it, nothing earned by it either.

Now this month. One act of service per week. No ask attached — not a favour you'll cash in later, a thing you do because you can.

Week 1 — who, and what I'm doing for them

Week 2 — who, and what I'm doing for them

Week 3 — who, and what I'm doing for them

Week 4 — who, and what I'm doing for them

Example: "two hours helping the new kid fix his set order, no strings." "Sending the promoter three names that aren't mine."

Leaders eat last isn't a slogan, it's a tell. Watch who goes first when there's one slot, one plate, one credit. Then decide which one you're going to be when nobody's counting.

04

SHOW YOUR WORK

PROCESS, NOT PRODUCT · SHOW YOUR WORK!

What are you making that nobody sees? Not the finished mix — the thing behind it. The crate you've been digging for a month, the edit that took three nights, the set you rebuilt after it flopped, the lesson you learned the hard way. List five pieces of *process*. Product doesn't count.

A PIECE OF PROCESS NOBODY SEES

1

2

3

4

5

Now the 30-day sharing calendar. One piece a week, where people can actually find it. Small is fine. Unfinished is fine. Hidden isn't.

WEEK

WHAT I'LL SHARE

WHERE

W1

W2

W3

W4

Scenius, not genius. Nobody good came up alone — there was a scene, and the scene made them. Name yours. Three people whose work makes yours better just by being near it.

1

2

3

You don't need a content strategy. You need to stop hiding. One piece of process a week, where people can find it. The work won't speak for itself. You have to open the door.

Ten people. Five you already know and under-invest in — the ones you keep meaning to call. Five you want to know — not to extract from, to learn from or build with. Names, not categories.

KNOW • UNDER-INVEST IN

1	
2	
3	
4	
5	

WANT TO KNOW

1	
2	
3	
4	
5	

One genuine relationship investment per week. A meal, a call, an intro, a favour *given*. Generosity first. No scorekeeping — if you're tracking what they owe you, it isn't this.

WEEK

WHO

WHAT I'M GIVING

W1	
W2	
W3	
W4	

Given, not traded. "Lunch, and I'm paying." "The intro to the booker I've been sitting on." "A call to ask how the release went — and nothing else."

Networking is what you do when you need something. Building the room is what you do when you don't. The difference shows up the day you actually need something — and by then it's too late to start.

06

THE DELIVERABLE

THE POSITIONING STATEMENT

One sentence. Who you are, what you do, who it's for. This is the line you say when somebody asks what you do and you stop mumbling. Three attempts, then circle the one. It won't be perfect. It has to be true — and you have to be able to say it out loud without flinching.

"I'm the [who] who [what] for [whom]."

Three attempts. Circle the one.

☐ Attempt 1

☐ Attempt 2

☐ Attempt 3

The sharing calendar — locked, from Exercise 4.

WEEK	WHAT	WHERE
W1		
W2		
W3		
W4		

One relationship a week — locked, from Exercise 5.

WEEK	WHO + WHAT I'M GIVING
W1	
W2	
W3	
W4	

"I'm worth following. Not because of a number — because I keep my word, I serve first, and I'm done hiding the work."

Signed

Date

You'll want to write a statement that sounds impressive. Write the one you'll actually say. A plain line you use beats a clever one you keep in a doc. This carries into October — because being findable means people find you, and then you need a system that holds when they do.

05

SAME PERSON, NOW VISIBLE

LOCK IN

Same person as G and O. If you still don't have one — that's three Bullshit Meters calling you on it, so handle it today. One person. Not a group chat. **One human** who'll keep it real with you and won't let you front.

This month you send them two things: your **Positioning Statement** (Exercise 6) and **week 1's piece of shared work** (Exercise 4) — the actual link, not a promise to post. Now somebody's seen the line and the first proof. That's the point. It's harder to go quiet when a real one is waiting on week 2.

My accountability buddy this month

I'm sending them my statement + week 1's work by

WEEKLY · SMALL

Quick check-in. "Did I share the work this week? Did I keep my word? Who did I serve?" Five minutes, voice note, coffee, whatever.

MONTHLY · BIG

Real sit-down. Read each other the statement out loud. Did it hold up? Which week went quiet, and who's in the room now that wasn't in August?

WRITTEN COMMITMENT — SIGN IT LIKE YOU MEAN IT

This month I'm visible as

My person is

We're checking in every

Signed

DON'T HAVE YOUR PERSON YET?

The buddy system is still the goal. But if you're doing this on your own for now, head to djtj.fm/monthly-mindset, drop your email, and I'll send a check-in around the halfway point of the month. Not a newsletter. Just a nudge to make sure you actually did it.

THE BULLSHIT METER

End of the month, before you turn the page to Discipline. Nobody's watching. That's the point. Leadership is easy to fake inside your own head, because thinking about serving people feels almost the same as doing it. Rate each one 1 to 5.

Did I KEEP MY WORD this month — to myself, not just to clients?

broke it quietly

☐☐☐☐☐

kept the count

Did I SERVE, or did I take first and call it hustle?

ate first

☐☐☐☐☐

ate last

Did I SHOW MY WORK, or hide in the studio and call it perfecting?

hid it

☐☐☐☐☐

shared it weekly

Is my POSITIONING STATEMENT written, and am I actually using it?

still in drafts

☐☐☐☐☐

said it out loud

Did I INVEST in one relationship a week, or wait to be found?

waited

☐☐☐☐☐

showed up first

____ / 25 YOUR SCORE

20–25 You're worth following now, and people can see it. Feel the difference between an audience and a room. Carry it — October needs it.

12–19 You started showing up. Find the lowest score and fix it before October. Usually it's the week you went quiet. Post the thing.

UNDER 12 You read about leadership and kept hiding. Here's the test: can anyone outside your own head say what you do and who it's for? If not, nothing happened this month. Go back to the lowest-scoring section and actually do it. No shame. But no fronting either.

One honest sentence about where I actually fell short

THE NEXT EPISODE

You just did the thing most creatives never do: you stopped waiting to be discovered. You kept your word where you could count it. You served first. You put the process where people could find it, and you said out loud what you do and who it's for.

Here's what happens next, and it's the whole reason October exists: being findable works. People find you. The DMs pick up. The asks arrive — the collab, the favour, the gig that lands on the block, the person who wants "five minutes." Exposure creates demand, and demand is the exact pressure that breaks a standard that only runs on a good mood.

Next month is **D: Discipline**. Not willpower — you already learned that dies by Thursday. Systems. The deep-work block that holds when three people want it. The non-negotiables that run whether you feel like it or not. The rest that's part of the discipline instead of the thing you skip to keep up. You spent three months building something worth protecting. October is where you build the thing that protects it.

You got visible this month. Next month you learn how to stay standing when visibility starts asking things of you.

See you in October. Bring the statement and the calendar.