

BECOMING A RECOGNIZED AUTHORITY

WHY SHARING

YOUR

KNOWLEDGE



IS KEY

Building authority is about gaining trust, credibility, and recognition.

This results in an influx of inbound leads, and as a consequence:



- 1. an ability to command premium fees**
- 2. work fewer hours**
- 3. a more profitable business model**

We learn and grow from sharing our knowledge.

The **act of writing itself helps to sharpen our thinking.**



When we "put ourselves out there" and share our knowledge, we are taking a **risk.**



But by taking this risk, we earn **respect.**

Providing **value** is key.

What you share should
solve a **problem** or deliver
insight to your ideal client.



**Each time you share, this
builds your **body of work.****



**Doing that consistently
builds trust and recognition**

Fears can hold us back from sharing our expertise.



Fear of criticism

Feeling of imposter syndrome

Fear it will take too much time

We should **acknowledge these fears but there are solutions or workarounds for **all** of those issues.**



Why you should **push through**
your fears:

The **benefits to others:** you
have unique knowledge that
someone needs right now.

The **benefits to you:**



1. an ability to **command**
premium fees
2. **work fewer hours**
3. a more **profitable business**
model

Just Do It!

**It starts with one article,
video, or LinkedIn post.**

**What's one tip you can
share today that could
help your ideal client with
the problem they face?**



Putting one piece of content is a **great start, but you need to follow up again and again.**

Going to the gym once won't change your life, but going twice a week for a year **almost certainly will.**



Remember, you're building a **body of work.**



Need help **figuring out a sustainable, effective content strategy?**

I do this all day, every day and I'd be **happy to help.**

Send me a message and let's chat.

-Alastair