#### **BECOMING A RECOGNIZED AUTHORITY**

# WHY SHARING



## 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.**



## 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

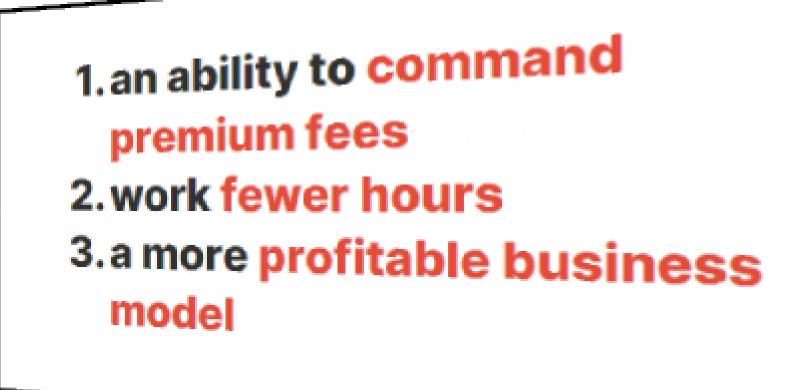
#### We should acknowledge these fears but there are solutions or workarounds for all of those issues.



### Why you should push through your fears:

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

#### The benefits to you:



#### **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