



# 8 Strategies for Building Authority as an Author, Speaker or Entrepreneur

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With this checklist you'll discover how you can reach a massive audience and connect with them as an authority and expert on your niche topic. Get started by sharing your story in a way that highlights your skills and experience and invites your prospects into your world as a participant in your community. You'll love how these secret, yet proven strategies will launch you as the star of your story and move you closer to the life and business you deserve.

1. Outline your story as it relates to your business in three parts; 1) where were you before you started your business?, 2) what happened when you first got your business off the ground and experienced even a modicum of success?, and 3) what does it look like now that you have more experience under your belt and are able to help others to achieve their goals?

2. Share your three part story - your "before," "after," and current "after" in an article of no more than a thousand words where you go into greater detail as to how your business is unfolding.

3. Publish this article in at least two of these three places: 1) Your blog 2) On LinkedIn Articles 3) At Medium.com

4. Now share the links to your article at the places I mentioned in #3 on Twitter, Facebook, and LinkedIn, as well as to your list if you have one. Tag me on Twitter @ConnieGreen and I will share your article to my massive audience. You will also see how I am sharing my story regularly by scrolling through my Twitter feed.

5. Create a short (five or six slides) slide presentation where you discuss the highlights of your story, based on the article you wrote in #2.

6. Share your presentation on Lumen5.com, slideshare.net/Slideshare, and on YouTube.

7. Be ready for your close up! Share your three-part story on a Facebook Live, YouTube Live stream, Instagram Story, and/or a live action video you will upload to YouTube.

8. Include the links to everything you have created in #1 through #7 to a new content funnel you will roll out to your list over the next thirty days. If you do not yet have a list, building a list of prospects will become your priority going forward as you gain recognition and are perceived as an authority on your topic.

Now you have the tools you need to get started and move forward as a credible authority in the eyes of the audience you wish to serve. Use these eight proven strategies to begin to change the way you are perceived by others as you become an authority and expert on your topic and niche. Connect with me personally to learn more at [www.ConnieRagenGreen.com/authority/](http://www.ConnieRagenGreen.com/authority/).