



# HOW TO ESTABLISH YOUR AUTHORITY

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You don't have to be a Nobel Prize winner to be seen as a thought leader in your field, but you do have to have something original to contribute. Here's how to go public with your ideas and accelerate your professional growth.

## #1: CREATE A PLATFORM TO ESTABLISH YOUR AUTHORITY ONLINE.

Beyond sharing, liking, and commenting on content created by others, advance to creating your own thought leadership content and platforms:

- Write blog posts on LinkedIn and platforms like Medium.
- Share your original presentations (slides, videos from events, case studies, white papers, etc.).
- Start a Facebook Live/Instagram Live/LinkedIn Live series, or weekly Twitter chat.
- Create and share your own video series (such as how-to or motivational content).
- Conduct a survey and publish your findings.
- Interview experts and share their advice.

**TIP:** Down the line, you can advance to creating your own website, newsletter, or podcast.

## #2: ASK OTHERS TO SELL YOUR AUTHORITY.

- Seek out:
  - Endorsements
  - Recommendations
  - Testimonials



- Ask your contacts for referrals to hiring managers, recruiters, or other people you'd like to be introduced to:
  - Remind the contact how you know each other.
  - Reference the job or the person you would like an introduction to.
  - Explain why you're qualified.
  - State why you're interested in the job or meeting the person.

### #3: EXPAND YOUR PLATFORM.

Go beyond authoring content for your own personal social channels, and...

- Write for industry publications and groups.
- Pitch yourself as a source to journalists covering your profession on platforms like Help a Reporter Out or SourceBottle.
- Speak at or help lead industry conferences.
- Create professional networking groups or become a leader among existing groups.