

# How To Promote Your Expertise *And Build Authority*



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BUILD YOUR CREDIBILITY AND  
GAIN MORE VISIBILITY,  
NEW FOLLOWERS AND NEW CLIENTS

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**CREATE YOUR AUTHORITY**

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## INTRODUCTION: THE KEY TO BUSINESS SUCCESS: CREDIBILITY AND AUTHORITY

Consider the last time you hired a contractor for a project. Did you prioritize finding the cheapest option, or did you prioritize experience and a good track record? Did you verify the contractor's references, or did you trust their word without questioning it?

The saying "you get what you pay for" often holds true and choosing the lowest-priced option may not always result in the best service. Inexperience can lead to mistakes, which can be costly in the long run. It's also important to verify references and do due diligence to ensure that you're not being scammed by someone who is not honest.

The key takeaway is that successful businesses thrive when they have gained a wealth of experience and have built trust with their audience. These business owners are constantly learning and adapting their approach to improve their operations. They are also willing to share their knowledge and expertise with their clients before they even hire them.

Customers are more likely to choose a business with a strong track record and positive reviews. An increase in customers can lead to the need to hire additional team members and generate more sales, which can help a business grow.

It's important to charge what you're worth and not undervalue your services. Undercutting your competition may attract customers who are not serious about using your services and may still try to negotiate a lower price. These types of customers are not likely to contribute to the growth of your business. Instead, focus on attracting serious customers who are willing to pay a fair price for your expertise.

It's important to showcase your expertise both online and offline. Don't be afraid to market yourself, as you can't always control your search engine rankings and relying on "hope" marketing is not a proactive approach. Instead, be visible and vocal about what you do, share your experiences, and offer advice to build your credibility and increase your visibility. This can lead to new followers and potential clients for your business.

No matter where you are in your business journey, whether you're just starting out or have been established for years, it's always important to focus on building your credibility and sharing your expertise. Don't be shy about promoting yourself and your business, especially if you have big goals such as growing your team, reaching a specific income target, selling a certain number of products, or appearing on a popular talk show or blog. Be proud of your achievements and plan on sharing them with your audience.

## STEP ONE: IDENTIFYING YOUR ZONE OF EXPERTISE

Would you rather be seen as a generalist who tries to help everyone and offers generic solutions, or a specialist who has expertise in a particular area and can provide customized advice with proven results?

It's important to strive for the latter.

While it may be tempting to try to help as many people as possible and you may think this is the fastest way to reach your income goals, being a generalist will not enhance your credibility and will



dilute your time and experience. It's virtually impossible to be an expert in every area, and it's not cost-effective to spend countless hours researching multiple topics. Simply accepting clients to fill your schedule is not fair to your clients or to yourself. It's important to focus on a specific area of expertise in order to build credibility and provide the best service to your clients.

However, when you specialize in a particular field, you become more credible and are able to more easily identify your target market and potential partners. Being a specialist means you have a wealth of experience in your chosen field and are likely to stay current on the latest news and technology. This can lead to increased revenue, reach, and recognition through publishing a book with us through [Create Your Authority Press](#) or creating a signature program via our [Create Your Authority Strategic Advising program](#).

As a specialist with a wealth of experience, you may also receive media inquiries for interviews or quotes. This can lead to increased exposure and recognition, and potentially more revenue for your business.

For all the reasons above, it's generally more advantageous to be known as a specialist in your field.

Consider the example of Albert Einstein, who was a renowned expert in physics and math. His reputation was built on his constant questioning and research, and he was widely known as the go-to person for physics-related questions. By specializing in a particular field and becoming an authority on the subject, you can also become the go-to person in your industry.

While Einstein may have had knowledge in other areas, his passion and expertise were in physics. This is what motivated him to continue researching and learning in his spare time, and ultimately earned him the Nobel Prize. It's his specialization in physics that has cemented his place in history. The same is true for any field: specializing in a particular area and becoming an expert can lead to recognition and success.

Strive to become a specialist in your chosen field.

To determine your specialty or niche, ask yourself what you are passionate about and what you are educated in, as well as what topics you could talk about endlessly. Consider your current work and whether you enjoy it or if you feel the need for a change. These questions can help you identify your areas of expertise.



*Exercise: Identifying your zone of expertise*

Which type of work tasks do I find enjoyable?

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What am I passionate about?

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My educational history

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Is continuing education necessary for me? If so, what type?

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## STEP TWO: CHALLENGE YOUR ASSUMPTIONS

Self-doubt and assumptions about customer behavior can be detrimental to the success of a business. Have you ever had a great idea for a product but never acted on it, only to see a similar product come out later? It's important to stay attuned to changes in the market and customer habits, rather than getting stuck in traditional ways of thinking, or you risk being outdone by competitors who are more innovative.

Have you ever abandoned a product or class idea because you believe the information is too commonplace? Or perhaps you've cancelled a webinar because you couldn't come up with a unique angle on the topic. It's possible that you're overthinking these situations and allowing self-doubt to hold you back.

Competition can be a good thing because it indicates a demand for your service or product and a willingness from customers to pay for it. For example, consider the numerous cosmetic stores in a mall, each offering hundreds of products from multiple manufacturers that all promise similar results. While there may be some differences in ingredients, quality, branding, or marketing tactics, these brands are essentially selling the same types of products.

Consider your niche and target market. Competition is normal and can be beneficial. Are your competitors based in the same location as you? What do they offer and to which markets do they cater? How can you differentiate yourself from them? What unique experience or perspective do you bring? Do they have more established brand recognition than you? What specific needs does your target market have and how can you address them? How can you connect with your target audience and what do you have in common with them?

Ultimately, your clients will come to you because of your personality and the connection they feel with you. Building trust and rapport with your clients is crucial, and the key to achieving this is authenticity in your communication. This will help them choose you over a competitor





*Exercise: Compare your business to your competitor's business*

| You  | Competitor |
|--|------------|
| Identify your specific target market.  |            |
| You  | Competitor |
| List the products and services you offer.                                    |            |
| What makes your business or experience unique?                               |            |
| Explain how your products and services benefit your target market.           |            |
| What are the reasons for people to choose your business for their purchases? |            |
| Describe your strategies for connecting with your target market              |            |



## STEP THREE: YOUR STORY, YOUR BRAND

Does your personal story add credibility to your brand and set you apart from others in a way that will attract your ideal clients to you?

Perhaps you have an inspiring personal accomplishment, such as losing 100 pounds. Maybe you made the decision to transition to working online full-time. Or maybe your business supports a particular passion or charitable cause that is meaningful to you. Why did you choose this particular focus for your business?

Your personal story and life experiences often shape your personal brand, which is more than just your logo and website design. Personal branding is about the image you project to the world and how others perceive you.

Your website, photos, and blog content should all align with and reinforce your personal brand. When people meet you in person or see you in a live video, their impression of you should match what they see in your online presence. Authenticity, honesty, and approachability are qualities that attract people.

### **Identify Your Ideal client (Avatar)**

If you haven't already, take some time to consider the characteristics of your ideal readers or clients. Create a detailed avatar, including their demographics, challenges, and daily life, to help you understand them better.

Be as specific as possible when creating your avatar. Give them a name and describe their family, living situation, and age. Identify their struggles and the solutions they are seeking.

Creating an avatar may feel like a creative writing exercise, but it serves a practical purpose. By giving life to your ideal reader, you can better understand the people you want to attract and engage with your content. This will help you know where to find them online and in person and stay focused on the audience you are best equipped to help. Even if you are tempted to target a different audience, remember that your avatar represents the group of people who need your help the most and will benefit most from your expertise.

While working on this exercise, you may realize that your own demographics and experiences align with those of your target market. This is completely normal and may even mean that you have a personal stake in finding solutions for these individuals, as you can relate to their struggles more easily than someone with a different background.



*Exercise: Share your story*

| Answer These Questions  | Your Story |
|---|------------|
| Recall your childhood. What are your favorite memories, people, and holidays from this time period?   |            |
| Describe your schooling experience. Who were your favorite teachers and what are your fondest memories from this time? Who were your closest friends?   |            |
| What happened after high school? Did you go to college, start working, or join the military? Who were your favorite bosses or colleagues, and what are your fondest memories from this time? Who were your closest friends? |            |
| What sets you apart from others? Why did you start your business?   |            |
| Why should people choose your business for their purchases?   |            |
| Which adjectives best describe you and the image you want your business to project?   |            |
| How would your family, friends, and followers describe you in just a few words? Does this align with the image you want to create for your business?  |            |





*Exercise: Create your ideal client avatar*

| Answer These Questions                                       | Your Ideal Avatar |
|--|-------------------|
| Name/ Age?<br><br>Gender?<br><br>Marital Status?             |                   |
| Where does your avatar live?<br><br>Do they have children?   |                   |
| What challenges does your avatar face?                       |                   |
| Describe your avatar's daily life.                           |                   |
| Explain how your product or service can benefit your avatar. |                   |



Compare your responses in this exercise with the ones you provided in the exercise on page 5. These demographics should match up with your understanding of your target market and how your product or service can benefit them.

If you see any discrepancies or discrepancies between the two exercises, make adjustments and reconsider who your target market really is and how you can best serve them.

#### **STEP FOUR: REVISE YOUR BIO TO INCLUDE SPECIFIC DETAILS**

Your professional bio is more than just your location and education. It's an opportunity to establish your credibility and authority in a limited amount of time that people will spend reading or scanning it.

Begin by listing your most recent accomplishments. For example, have you made it onto the New York Times bestseller list, achieved Amazon bestseller status, been featured in a magazine or newspaper, given a keynote speech at a live event, become an international speaker, competed in a triathlon, run your first marathon, or established a foundation to support your local community? These are all achievements that people may find interesting and impressive.

If you graduated from college more than 10 years ago, that achievement should be lower on the list (even if you are still proud of it). People are more interested in what you are doing now or most recently, rather than events from more than a decade ago.

If you have a professional title, such as "Dr." or a series of letters after your name, use it in your professional communications. This is not bragging, but rather a way to establish your credibility and authority and show that you are knowledgeable and qualified in your field.

Why is it important to have a professional bio? A bio on your website can help you grow your business and establish your credibility by providing information about you and your expertise to a large audience. Your bio may also be included in event programs if you are a speaker, and parts of it may be read by an interviewer during an interview. If you write and publish articles on other websites, they will likely include an author bio as well.

Professional bios that are published online can also help the media and anyone searching for experts in your field to find you. A Google search of your name can lead them to your bio, which will demonstrate your expertise and make you an ideal candidate for answering questions or speaking to a group. In summary, a professional bio is an effective way to provide information about yourself and your experience to a wide audience.



**Exercise: Revise and craft your professional biography, ensuring that it accurately reflects your current skills, experiences, and accomplishments.**

| Dates  | Accomplishments |
|--|-----------------|
| Within the last 12 months  |                 |
| Dates  | Accomplishments |
| Within in the last 2 years   |                 |
| Within the last 5 years  |                 |
| What sets you apart from others in your field or industry?                           |                 |
| Education, including any advanced degrees or specialized training you have received. |                 |



## STEP FIVE: THE POWER OF IMAGES

Photos are a powerful tool for grabbing attention and engaging with your audience on social media. By posting visually appealing images, you can increase your social proof and establish yourself as an important and authoritative figure to your followers and the platforms.

On platforms like Facebook and Instagram, where visual content is emphasized, the more attractive the setting and colors in your photos, the more likely people are to stop and react to them, potentially leading to more followers and attention for your profile. The more reactions and comments your photos and posts receive, the more social proof you gain, which can further enhance your perceived authority.

Photos can also serve as a way to document and remember special moments and experiences, such as speaking on the same stage as a mentor or attending a fashion show. Sharing these photos on your blog and social media can impress your readers and followers and demonstrate your expertise and credibility.

Even if you don't attend live events, there are still plenty of opportunities to incorporate photos into your online presence. You can take selfies in your home office, share proof of your latest photo session, document your outdoor adventures, or showcase your new website design. Including pets or children in your photos can also increase engagement, as people often enjoy seeing them.

Investing in professional photo shoots and website designs can also convey that you are a serious and respected professional in your field. Even if the photos you share are not directly related to your business, they can still help humanize your online presence and show your followers that you are a real person.

In summary, incorporating photos into your online presence can help establish your credibility, authenticity, and expertise to your audience. Don't be afraid to share these photos and invest in professional resources to enhance your online presence."



*Exercise: Strategizing Your Photo Collection and Identifying Opportunities for Future Photo Captures*

| Question  | Ideas |
|---|-------|
| Create folders in Dropbox for organizing event photos, labeling them with the event name, date, and subject for easy reference.   |       |
| Are there any before and after results that can be shared, such as a home office makeover, website redesign, or weight loss transformation?   |       |
| How can I visually demonstrate my expertise to my audience and showcase it in a way that is impactful and effective?  |       |
| Are there aspects of my daily life that could be of interest to my audience, such as healthy living habits, hobbies, or pets/family, and how can I incorporate these into my online presence? |       |



*Exercise: Identify Storage Locations and Sharing Platforms for Your Photos*

| File Name/Location   | Where to Share   |
|--|--|
| <ul style="list-style-type: none"><li>Name:</li></ul> Link to hard drive/Dropbox/Cloud, etc. | <input type="checkbox"/> Social Media<br><input type="checkbox"/> Blog<br><input type="checkbox"/> Email<br><input type="checkbox"/> Press Release |
| <ul style="list-style-type: none"><li>Name:</li></ul> Link to hard drive/Dropbox/Cloud, etc. | <input type="checkbox"/> Social Media<br><input type="checkbox"/> Blog<br><input type="checkbox"/> Email<br><input type="checkbox"/> Press Release |
| <ul style="list-style-type: none"><li>Name:</li></ul> Link to hard drive/Dropbox/Cloud, etc. | <input type="checkbox"/> Social Media<br><input type="checkbox"/> Blog<br><input type="checkbox"/> Email<br><input type="checkbox"/> Press Release |
| <ul style="list-style-type: none"><li>Name:</li></ul> Link to hard drive/Dropbox/Cloud, etc. | <input type="checkbox"/> Social Media<br><input type="checkbox"/> Blog<br><input type="checkbox"/> Email<br><input type="checkbox"/> Press Release |
| <ul style="list-style-type: none"><li>Name:</li></ul> Link to hard drive/Dropbox/Cloud, etc. | <input type="checkbox"/> Social Media<br><input type="checkbox"/> Blog<br><input type="checkbox"/> Email<br><input type="checkbox"/> Press Release |
| <ul style="list-style-type: none"><li>Name:</li></ul> Link to hard drive/Dropbox/Cloud, etc. | <input type="checkbox"/> Social Media<br><input type="checkbox"/> Blog<br><input type="checkbox"/> Email<br><input type="checkbox"/> Press Release |
| <ul style="list-style-type: none"><li>Name:</li></ul> Link to hard drive/Dropbox/Cloud, etc. | <input type="checkbox"/> Social Media<br><input type="checkbox"/> Blog<br><input type="checkbox"/> Email<br><input type="checkbox"/> Press Release |





## STEP SIX: DON'T BE AFRAID TO SHOWCASE YOUR ACCOMPLISHMENTS

Enhancing your professional bio with social proof, such as television, radio and podcast appearances, can help establish your expertise and credibility. By showcasing the logos and names of the programs you have been featured on, you demonstrate to other media outlets and hosts that you have experience and can handle yourself well in interviews or panel discussions.

Even if your appearances have been short or on smaller programs, it is still worth taking credit and inviting people to view the clip. Consider listing these appearances on a media page on your website, or even prominently displaying them on your home page, as a way to showcase your experience and professionalism.

Well-known speaker and author Captain Reyné O'Shaughnessy goes one step further and showcases her appearances very tastefully on the home page of her website [Piloting2Wellbeing.com](https://Piloting2Wellbeing.com), just below the fold. Of course, she has her own professional photo, video link, and contact info on her media page but just as you scroll down you see the banner that shows her guest appearances. This section is further social proof to any media producer that Reyné is a professional and has experience in television, radio and on podcasts as well as keynote speaking engagements.

If you haven't yet been featured on any large media outlets, don't be discouraged. Everyone has to start somewhere, and by marketing yourself and increasing your visibility, you can work your way up to bigger opportunities. Consider starting with smaller outlets, such as podcasts or local media, and pitch story ideas to increase your exposure. You can also register with sources like [HARO \(Help A Reporter Out\)](#) to be alerted of relevant and timely leads.

Remember, building your reputation and credibility takes time and effort, but each step along the way is a building block towards larger interviews and speaking engagements. Don't be afraid to put yourself out there and showcase your expertise."

### One Big Takeaway

If you are positioning yourself as an expert and hope to be contacted by the media, it is important to make it easy for producers to reach you. This means including clear contact information on your website, such as an up-to-date phone number. Media producers often have tight deadlines, so using only a contact form may not be sufficient. Make it as easy as possible for producers to get in touch with you.

Remember, if it is not easy for producers to find your contact information within one minute, they may move on to the next person on their list. By providing clear and accessible contact information, you increase the chances of being contacted for media opportunities and can more effectively showcase your expertise to a wider audience.



*Exercise: List podcasts you want to be featured on*

| Podcast + Host Name | Application Link | Follow Up Date |
|---------------------|------------------|----------------|
|                     |                  |                |
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*Exercise: List TV programs you want to be featured on (think local and national)*

| Program + Producer Name | Application Link/Process | Follow Up Date |
|-------------------------|--------------------------|----------------|
|                         |                          |                |
|                         |                          |                |
|                         |                          |                |
|                         |                          |                |

*Exercise: List radio programs you want to be featured on (think local and national)*

| Program + Producer Name | Application Link/Process | Follow Up Date |
|-------------------------|--------------------------|----------------|
|                         |                          |                |
|                         |                          |                |
|                         |                          |                |



## STEP SEVEN: BUILDING CREDIBILITY AND AUTHORITY THROUGH SPEAKING

Establishing yourself as an authority involves actively sharing your knowledge and opinions, rather than waiting for others to seek you out. Building credibility and visibility is a continuous process that requires ongoing effort.

One effective way to make your voice heard is by speaking to live audiences. While this may be intimidating at first, the more practice you get, the more comfortable you will become. Don't feel like you need to book a large venue for your first speaking engagement – start by looking for local opportunities in your community.

There are several ways to get practice speaking in front of live audiences and showcase your expertise:

- Schedule a book tour in your state and speak to your readers or share a chapter of your book in a live reading.
- Organize a town hall-style meeting in your community to share your passion and answer questions from the audience.
- Join a networking group or your local Chamber of Commerce and take advantage of speaking opportunities within those organizations.
- Find a local Toastmasters International club, which provides a supportive environment for developing public speaking skills.

By taking advantage of these opportunities, you can gain valuable experience speaking in front of live audiences and share your expertise with others

Once you have gained some experience as a speaker, it is a good idea to create a speaker page on your website. This page should showcase your skills and expertise as a speaker and make it easy for event planners to find and contact you.

To create an effective speaker page, you should include information about the speaking venues and events you have participated in, as well as your contact information and video clips of your talks. You should also include a list of the topics you are comfortable speaking about, as this will help event planners determine whether you are a good fit for their event.

In addition to this information, it is also a good idea to include other details that can help you stand out as a speaker, such as your speaking style, the type of audience you are comfortable speaking to, and any relevant credentials or awards you have received. By presenting all of this information in a clear and organized manner, you can increase your credibility as an expert and make it easier for event planners to book you as a speaker.

There are several other elements that you can include on your speaker page to make it more comprehensive and effective. One such element is a calendar of upcoming events, which can help event planners see when you are available and make it easier for them to book you.

Another useful addition to your speaker page is testimonials from audience members or meeting planners. These testimonials can help you build credibility and show event planners



what others think of your speaking skills. You can include quotes or video clips of these testimonials to make them more impactful.

Finally, you may want to include a download link to a speaker one-sheet that organizers can print. A speaker one-sheet is a document that provides a summary of your background, speaking experience, and topics of expertise. It can be a useful tool for event planners who are considering booking you as a speaker and want to learn more about you. By making this one-sheet available for download on your speaker page, you can make it easier for event planners to access this information and decide about whether to book you.

Here is a list of eight local events or clubs that might provide speaking opportunities:

1. Professional associations or trade groups
2. Business networking events
3. Local conferences or workshops
4. College or university events
5. Community organizations or charity events
6. Political or activist groups
7. Religious institutions
8. Cultural or community centers



*Exercise: Find local and national speaking events*

| Type of location  | Specific location                            |
|---|--|
| List eight local events or clubs that offer speaking opportunities<br><br><input type="checkbox"/> Do a Google search<br><input type="checkbox"/> Ask your business acquaintances<br><input type="checkbox"/> Call your Chamber of Commerce         | 1.<br>2.<br>3.<br>4.<br>5.<br>6.<br>7.<br>8. |
| List eight national events that are looking for speakers<br><br><input type="checkbox"/> Do a Google search<br><input type="checkbox"/> Ask your business acquaintances<br><input type="checkbox"/> Ask your social media followers                 | 1.<br>2.<br>3.<br>4.<br>5.<br>6.<br>7.<br>8. |
| List eight virtual tour options (summits, guest interviews, appearances)<br><br><input type="checkbox"/> Do a Google search<br><input type="checkbox"/> Ask your business acquaintances<br><input type="checkbox"/> Ask your social media followers | 1.<br>2.<br>3.<br>4.<br>5.<br>6.<br>7.<br>8. |





*Exercise: List the event names, organizers and speaker application process*

| Event + Organizer Name | Application Link/Process | Follow Up Date |
|------------------------|--------------------------|----------------|
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## STEP EIGHT: COLLECTING TESTIMONIALS

Testimonials can be a powerful tool for professionals to showcase their expertise and credibility. They serve as evidence that you are a reliable and competent individual who can deliver results and handle challenging situations. These positive reviews, whether from one-on-one clients or event organizers, can be compared to online reviews for a product. Just as a product with many positive reviews is more likely to be purchased, a professional with numerous testimonials is more likely to attract new clients or speaking opportunities.

It is important to remember that people may not always think to write a testimonial on their own, so it is okay to gently ask for one. This can be done through an email or a private message on social media. If you do not receive a response after a couple of weeks, it is appropriate to follow up once or twice. However, it is important to be mindful of the relationship you have with the person and not come across as overly pushy or annoying.

Overall, gathering testimonials can be a helpful way to demonstrate your professional expertise and build trust with potential clients. Asking for them may require some effort, but the benefits can be well worth it in the long run.

### 7 Questions To Ask Customers For Testimonials

Would you be willing to provide feedback about our experience working together?

1. Introduce yourself. Name? Where are you from? What is your business?
2. Before we started working together, what was your biggest skepticism or hesitation?
3. Now that we've had a chance to work together, how has your perception changed?
4. What is one specific nugget that you've taken away from working with me.
5. Tell me what kind of impact has this had on your life/business?
6. What would you say to someone who's thinking of working with me but is still on the fence?
7. Is there anything else you would like to say or add, from the heart to anyone who's watching/reading/listening to this right now?





## Additional Strategies for Obtaining High-Quality Testimonials

There are various ways to gather testimonials from clients, including automated methods and more personalized approaches. One way to automate the process is to include a review request email in your autoresponder sequence. This email can be sent a few days after a purchase and is particularly effective for shorter format products like eBooks.

For longer programs or one-on-one coaching, consider adding an "exit interview" appointment via Zoom. This can be an opportunity to gather feedback on your program and record a testimonial at the same time. Another option is to conduct an interview with your graduates on a Facebook Live, showcasing them in your groups and on your business page, and posting the recording on your testimonials page.

In addition to automated methods, you can also ask for testimonials on a one-to-one basis. This can be done through an email or a private message, or even in person if you have a good relationship with the client. Regardless of the approach you choose, it is important to be polite and respectful when asking for testimonials. It is also helpful to remind clients of the specific results or benefits they experienced as a result of working with you.

Overall, gathering testimonials can be an effective way to showcase your expertise and build trust with potential clients. By leveraging both automated and personalized approaches, you can collect a diverse range of testimonials that highlight your strengths and capabilities.



*Exercise: Automate your testimonials*

| Action  | Products/Programs                            |
|---|--|
| Include Testimonial Requests in Product Autoresponder Sequences | 1.<br>2.<br>3.<br>4.<br>5.<br>6.<br>7.<br>8. |
| Arranging Exit Interviews with Clients                          | 1.<br>2.<br>3.<br>4.<br>5.<br>6.<br>7.<br>8. |
| Organizing Interviews with Graduates of Successful Programs     | 1.<br>2.<br>3.<br>4.<br>5.<br>6.<br>7.<br>8. |



## STEP NINE: LIFE IS MORE THAN JUST BUSINESS

Social media can be a powerful tool for building relationships and attracting clients, speaking engagements, and sales. However, it is important to focus on being social and engaging with people rather than just creating visually appealing content. Interacting with your audience and answering their questions is more important than how great your graphics look.

Asking questions in your posts and sharing personal stories and experiences can help you relate to your audience and show that you are a real person with a balance of business, family, and social life. This can be especially effective when you are at a business function or networking event, as a brief conversation can leave a positive impression and potentially lead to new followers or opportunities.

Overall, being social and authentic on social media can help you build relationships and create a positive image for your business. It is important to remember that while creating visually appealing content is important, it is more important to engage with your audience and show that you care about them.

Social interactions in real life, such as at business functions or networking events, can be a valuable opportunity to build relationships and attract new followers. Even if you are with your family at an event, it is important to engage with people who approach you and have a conversation. A quick exchange can leave a positive impression and potentially lead to new followers if the person talks about their interaction with you. On the other hand, ignoring someone can quickly lead to negative news being circulated on social media.

Authenticity is also crucial in building a successful business. It is important to be genuine and honest, rather than creating a fake persona. Honesty, integrity, and authenticity can all contribute to the success of your business. Overall, social interactions and authenticity can play a significant role in building relationships and creating a positive image for your business.

### **One Note of Caution About Sharing**

It is important to be mindful of what you share on social media, as sharing too much personal information or controversial topics can lead to uncomfortable situations. It is generally a good idea to avoid negativity, religion, politics, and other hot-button issues that can lead to conflicts. Additionally, it is important to avoid constantly complaining or venting on social media, as this can turn people off from following or working with you.

When it comes to sharing photos of your family or kids, it is important to use your best judgment. While some people avoid posting these types of photos altogether, others may post them frequently. It is important to consider your audience and the potential reactions to your content. In general, it is a good idea to be mindful of what you share and to use your best judgment to ensure that your social media presence reflects your values and goals.





*Exercise: How to be more social on social media*

| Action   | Action Need                |
|--|----------------------------|
| Identify Five Social Media Platforms That You Enjoy Using  | 1.<br>2.<br>3.<br>4.<br>5. |
| Determine the Days You'll Be Posting on Social Media Platforms   | 1.<br>2.<br>3.<br>4.<br>5. |
| Identify Non-Business-Related Topics You'd be Willing to Share on Social Media   | 1.<br>2.<br>3.<br>4.<br>5. |
| Decide Whether to Share Family Photos on Social Media<br>Do You Have Permission from Your Spouse and Family Members to Post Their Pictures on Social Media |                            |
| Identify Non-Business-Related Photos You'd be Willing to Share on Social Media<br><br>Where are they located?  |                            |

