



10 TRUTHS OF AN AUTHORITY

If you were asked to think of an authority on any subject, who would come to mind? What about them designates them as an authority? What's true about them? And what does someone have to do to earn and keep the title of authority?

1. They have a focus area or subject-matter expertise.
2. They don't just repeat what everyone else is saying.
3. They have a public presence where they share their expertise
4. They don't stray from their area of expertise—think specialist versus generalist.
5. They aren't equally attractive to everyone. In fact, they probably bore most people to tears.
6. They're significant—which is different from prolific—in terms of content creation.
7. They don't create any generic content that someone with far less knowledge or experience could have just as easily written.
8. They're perceived as an educator in some way.
9. They have a passion for their subject matter.
10. They have a strong point of view, which is the foundation of all of their content.

A true authority has something specific to teach us, and they want to be helpful or illuminating. They're eager to share what they know because they have a genuine passion for it, and they don't fear giving away the recipe to their secret sauce (or so it's perceived). That confidence and generosity is contagious. Their expertise is something specific groups of people (their sweet-spot prospects) are hungry to access. Call them an expert, a thought leader, an authority, a sought-after pundit, advisor, or specialist. They're all words for the same thing—a trusted resource who has earned that trust by demonstrating and generously sharing the depth of their specialized knowledge over and over again.