

# Crush Your Credentials: Top 10 Ways to Position Yourself as an Expert



## Attribution

Have you been quoted in any publications?



## Followers

If you have over 10K followers, tout it!



## Publications

Have you written any books or articles? If not, think about it.



## Certifications

Those certifications mean you've taken extra training, classes, and have wisdom. Add 'em.



## Major Clients

Brand-worthy ones are best (ex. Kodak over Fujimoto; Oracle over Veeva)



## Major Accomplishments

Write in results-oriented terms similar to a resume; detail number of clients; percentage of sales increased, etc.



## Degrees

Even if you no longer practice law, for example, your J.D. adds value.



## Celebrity Associations

Welcome to our world where stardom trumps all. Think about your interactions. Do you have a quote by a well-known person? Is a celebrity wearing one of your outfits? One of my vendors, for example, was a finalist for Simon Cowell's short-lived American Inventor TV show.



## Awards

Citizen of the year? Entrepreneur of the Year? Yeah to you!



## Speaking Engagements

Do you have a long list? Have you spoken in front of thousands?



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