Your Message: 17 Ways to

Position Yourself as a Visible Authority

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| 1. **Innovator** | Definition: Do something nobody’s ever done before, invent something new |
| Examples: Clutter Diet- organizing experts available online  Reed Hastings- created Netflix | |
| 2. **Trailblazer** | Definition: |
| Examples: | |
| 3. **Pacesetter** | Definition: |
| Examples: | |
| 4. **Insider** | Definition: |
| Examples: | |
| 5. **Interpreter** | Definition: |
| Examples: | |
| 6. **Personality** | Definition: |
| Examples: | |
| 7. **Achiever** | Definition: |
| Examples: | |
| 8. **Crossover** | Definition: |
| Examples: | |
| 9. **Forecaster** | Definition: |
| Examples: | |
| 10. **Truth Teller** | Definition: |
| Examples: | |
| 11. **Watchdog** | Definition: |
| Examples: | |
| 12. **Contrarian** | Definition: |
| Examples: | |
| 13. **Deep Diver** | Definition: |
| Examples: | |
| 14. **Niche Specialist** | Definition: |
| Examples: | |
| 15. **Pulse Taker** | Definition: |
| Examples: | |
| 16. **Synthesizer** | Definition: |
| Examples: | |
| 17. **Framer** | Definition: |
| Examples: | |