



Your Message: 17 Ways to Position Yourself as a Visible Authority

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:	