



Every person has  
a message that  
can positively  
impact the world.

**Josh Elledge**

Founder & CEO, UpMyInfluence.com

UpMyInfluence presents:

Authority Transformation Workshop Guide: **1 of 3**

## Before you get started...

This guide has an **accompanying video** that you can **watch free right now**. It will help explain why the questions on the next page are so critical to your success.

Watch the video right now: <https://UpMyInfluence.com/makeover1>

**Start watching now and let's work on your authority and influence together.**

### Statement of Copyright

This workshop guide, accompanying videos and all other supporting materials are copyright © 2019 UpMyInfluence, Inc.

# Your Authority Level



## It's time for a reality check.



This self-assessment tool is comprised of two parts.

1. A list of online resources you'll use to **gauge your authority**. If you need any help, make sure to comment below my video at <https://UpMyInfluence.com/makeover>. My team or I monitor the comments and reply to every single question.
2. **Watch your email**. In the next couple days, I will send you Part 2: A **list of authority indicators** that you may or may not have. You'll score yourself and **get a very clear idea of why customers, influencers, media, and others are likely not engaging with you**.

## Section 1: Gauge your authority

For each of the areas below, **search yourself** and then **search for others in your industry**. You want to figure out **how you rank**. This is where people will put you when they try to figure out what your value is.

This is **all fair game** for how clients, partners, influencers, and media are already **judging your authority**.

All of the below sites/tools are **free** - but some will offer paid levels which aren't necessary for this first sweep of your authority.

### Let's start with your media placements.

This will reveal your associations and recognition of your success. **Sharing these media logos are HUGE for your authority**. Do some searches on these sites and start building a list of all your media placements and **get those logos on your front page**. Don't see much? No worries. We all start at zero.

## Search engine news search

<https://news.google.com/>

<https://www.bing.com/news/>

<https://news.yahoo.com/>

<https://anewstip.com/> - Try searching news stories, mentions from journalists, and @mentions.

<https://www.google.com/alerts> - Set up alerts on yourself and your brand.

## Social Media / Social Proof

Next, let's try and figure out how people see you on social media. This is important in gauging your social proof.

**Everything you want in business will be impacted by others' opinions of your social proof.** People want to know how OTHERS view you and it will inform their decision on how to engage with you.

1. **Search yourself** using these tools.
2. Now **search some other folks in your industry** (where you can) to get an idea where you **rank**.

<https://www.linkedin.com/sales/ssi> - Your LinkedIn Social Selling Index

<http://www.socialmention.com/> - Twitter, Reddit, Wordpress. Search your name. Compare.

<https://followerwonk.com/bio> - search your @username and take a look @ your twitter social authority score. Compare.

<https://app.buzzsumo.com/amplification/influencers> - search your twitter @username. Shows your IG authority score, too!

<https://hypeauditor.com/> - check out your Instagram score and others in your industry.

<http://barometer.agorapulse.com/> - Check your Facebook page vs other FB pages

## Branding / Website

**People are going to judge you on your branding - particularly your website... harshly.** While some aspects regarding design are subjective, these tools will give you some good ideas on how to figure out how your prospective clients, partners, and influencers see you. With the sites below, you'll also get a good idea regarding your popularity.

<https://www.seoquake.com/> - check out your scores and others in your industry.

<https://website.grader.com/> - performance, mobile, SEO, security. (Note: Email address is optional)

<https://www.claritygrader.com/> - it's a machine - so it's not perfect - but you'll likely get some good suggestions on readability of your site.

<https://trends.google.com/trends/> - tends to be more valuable for broader search terms - but it's worth seeing if you have been trending

<http://nibbler.silktide.com/> - good all around test - which includes some influence

<https://www.woorank.com>

## Podcasts

Podcasts are absolutely amazing for allowing people to discover you, give you great SEO benefits, and give you great platforms to practice telling your story, and serve as **the industry expert you truly are.**

If you are concerned you won't be a good guest, take heart. I've very deliberately sought out guest appearances and have been interviewed more than 150 times. My first bunch were pretty rough. With practice, I've improved. You will, too. I promise.

What I REALLY love is getting your existing audience to spend some time with you where you are being celebrated as a guest expert. **Get these episodes on your media page, ASAP.**

<https://www.listennotes.com>

**How many podcasts have you been a guest on total?** As someone who is growing a business, you really should be getting invites as a guest regularly. If you don't have many, this is all very fixable and is part of a great strategy for increasing your authority. You have a message which can positively impact the world. Let's fine tune that message through podcast guest appearances.

## Privacy

Finally, while we want the right information to appear to those 'checking you out,' you might be a little upset about how much of **your personal information is freely available on the web**. This includes your home address and phone number, your childrens' information, and beyond. As a consumer advocate, privacy is an issue I have some personal concerns with.

Use the **free DIY tool** to get yourself removed from directories: <http://savingsangel.com/deleteme/> and click on DIY opt-out guide. They also have a paid service - which I've purchased and would heavily recommend it if you'd like to keep certain things a bit more private.

---

## Watch your email. In the next couple days, I will send you section 2 - where you will review your authority indicators.

**I'll warn you in advance. This next part may sting a bit.**

Again... these areas are all **FAIR GAME** as people are trying to figure out if you are the 'real deal.' I have identified 40 areas where you are being harshly judged.

### Does this all matter?

Yes. In today's digital authority world, it does.

### Your authority is impacting your:

- Sales conversion rate (including your ROI on paid ads)
- Sales cycles
- Engagement rate
- Influencer response rates
- Media response rates
- Speaker invites
- Podcast invites
- Industry accolades

Through [UpMyInfluence.com](http://UpMyInfluence.com), we can be **your trusted partner to help you attract all the authority indicators you like.**

# About Me



## Who am I?

U.S. Navy Veteran

Husband & Dad of 3 kids

Loves running, cycling,  
improv comedy & Marvel.

Josh Elledge is U.S. Navy veteran who became a serial entrepreneur who builds the companies he needs most in the world. In 2014, He launched UpMyInfluence to help entrepreneurs like himself attract the perfect audiences and grow their brands without the crazy costs and contracts associated with traditional PR or influencer engagement agencies.

Since then, [UpMyInfluence.com](https://UpMyInfluence.com) has evolved into a purpose-driven platform bent on totally DEMOCRATIZING access to influence. Josh wholeheartedly believes UpMyInfluence has a moral imperative to help entrepreneurs own their expertise, share their wisdom, and serve the world with their collective messages. Oh, and to help members grow revenue too!

UpMyInfluence was the natural outgrowth of his first startup, [SavingsAngel.com](https://SavingsAngel.com) which had grown to more than 50 employees and grossed more than \$6 million in sales with less than \$500 in advertising spent. He did it all through building authority and serving audiences in the media.

Josh is a frequent speaker at business and startup conferences including Social Media Marketing World and a Tony Robbins event for his Business Mastery grads. He's a weekly consumer expert on Fox 35 Orlando, WKMG (CBS) and News 13, writes a syndicated column for nine newspapers (with total readership above 1.1 million readers), and regularly appears on more than 75 TV stations across the country. All told, Josh has appeared in the media more than 2000 times.

Passionate about his family, physical fitness (an avid fitness geek and 5K to marathon runner), and breaking out of Escape Rooms, Josh now lives in Orlando with his wife and three children.

## Client Testimonials



**Mike Stelzner**  
**Founder, Social Media Marketing World**

**“When it comes to getting traditional media coverage Josh Elledge is the man.**

He delivered amazing ideas and value as a guest on my Social Media Marketing podcast and **twice as a speaker at Social Media Marketing World.**”



**Amanda Abella**  
**Author, Influencer, Brand Ambassador**

**“Thanks to Josh and UpMyInfluence, I literally doubled my revenue and profits.**

There are several reasons why my income grew - one of them being that I was able to get **a ton of leads just from Twitter!** I knew I needed visibility to get leads so I knew it was worth the investment.

Josh also personally helped me with deciding to hire my manager who has **landed me a ton of brand deals.**

All the training has been helpful, too. As a result of what I learned, I just did **my first satellite media tour** with national TV and radio!”



**Ty Crandall**  
**Founder/CEO, CreditSuite**

**“WOW!** That’s my reaction to what Josh and his team with UpMyInfluence has done for us!

**Josh has helped us excel in many areas we’ve been lacking.** After nearly 2 years of trying to be contributors to Entrepreneur they got us approved within months. They were upfront from the beginning about time line, and produced results within that time frame.

They communicated VERY well during the process, they even have a cool system that made it easy to track our correspondence. **We are now contributors with Entrepreneur DIRECTLY as a result of their work!** Our first article is live, and we plan on writing much more for them which really boosts our exposure and credibility.

We look forward to exploring other services they offer. **They give so much for free and help so much asking for nothing in return. But when you try their paid services, WOW!**

It’s hard to find companies that do EXACTLY what they say they’ll do. But, that’s what we found with UpMyInfluence. Thanks to Josh and your team, you are AMAZING!!!