



We turn thoughtful entrepreneurs into media celebrities - increasing their authority, influence, and revenue.



Josh Elledge

Founder & CEO, UpMyInfluence.com

UpMyInfluence presents:

Authority Transformation Workshop Guide: **2 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 authority indicators on the next few pages are so critical to your success.

Watch the free video right now: <https://UpMyInfluence.com/makeover2>

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

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Your Authority Indicators



Let's continue your reality check.



1. You should have already reviewed workshop guide one. Re-download from <https://UpMyInfluence.com/makeover1> and watch the accompanying video. You'll **gauge your authority** by working through a list of free tools. If you need any help, make sure to comment below my video. My team or I monitor the comments and reply to every single question.

2. You are holding part 2 in your digital hands. You're going to go through a **list of authority indicators** that you may or may not have. You'll score yourself by adding up the number of Yesses or, where noted, that you score one point for each. This audit expands upon the quiz you may have previously taken at <https://UpMyInfluence.com/quiz>

Section 2: Review your authority indicators

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.' **You may have already taken the online version.** You'll want a written version in preparation for workshop guide 3.

Does this all matter?

Yes. In today's digital authority world, it does. Because we're bombarded with more offers than ever before, consumers research brands more than ever. An influencer or media will "sort you" based on your authority indicators in mere seconds based on whether or not you come across as credible.

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 guest invites
- Industry accolades

We turn thoughtful entrepreneurs into media celebrities.

Score yourself one point for each of the following:

SOCIAL PROOF

Do you have a verified profile on these social media profiles?

Facebook

Twitter

Instagram

(1 point for each)

Do you have more than 1000 followers on the following platforms?

Twitter

LinkedIn

Facebook

Instagram

(1 point for each)

Have you been included in any 'top influencer' lists in the past 12 months?

Yes

No

Are you actively connecting with clients/customers/partners through LinkedIn?

Yes

No

YOUR SUCCESS AND BRANDING

Do you have more than 10 user-generated reviews on 3rd party sites like Google, Facebook, Yelp, etc...?

Yes

No

Do you have more than 3 testimonials (with client pictures) on your website? People care about others' opinions of you.

Yes

No

Have you won any industry awards in the past year and is this fact easily accessible to your audience?

Yes

No

Are you a self/published book author?

Yes

No

Have you been on stage more than 5 times as an expert?

Yes

No

Have you posted images of you speaking on stage to your audience in the past 6 months?

Yes

No

Do you have a speaker kit / separate page on your site?

Yes

No

Do you have a press kit on your website - linked from your header/footer?

Yes

No

Is your phone number and email address easily visible on your press kit?

Yes

No

Do you have high-quality photos of yourself/CEOs/principals on your site available for media?

Yes

No

Does your profile picture score better than 8.0 on [Photofeeler.com](https://www.photofeeler.com) business test with 20+ votes?

Yes

No

Are you a podcaster?

Yes

No

If you are a podcaster - do you average 1000 or more downloads per episode?

Yes

No

Do you produce content on YouTube?

Yes

No

For YouTube, do you average 1000 or more views per video?

Yes

No

Have you sent a press release in the past year?

Yes

No

Do you have a complete Google Business profile?

Yes

No

Do you have a great Facebook business page?

Yes

No

Do you have a great LinkedIn business page?

Yes

No

Is your company listed on Crunchbase correctly?

Yes

No

YOUR ASSOCIATIONS AND RECOGNITION AS AN EXPERT

Do you have a Wikipedia article written about you?

Yes

No

Have you given a TEDx presentation and is it easily accessible to your audience?

- Yes
- No

Do you regularly share 2 or more media placements with your audience each month?

- Yes
- No

Do you have 4 or more media logos on your front page?

- Yes
- No

Have you shared images of you with other influencers in your social feeds / website in the last six months?

- Yes
- No

Have you been on more than 6 podcasts as a guest in the past six months?

- Yes
- No

Do you have 3 or more different journalists that reach out to you every six months or less?

- Yes
- No

Have you been on TV more than 5 times as an expert?

- Yes
- No

Has your product or service been promoted by more than 10 influencers (20K+ fans each) in the past year? JV partners are very important for your authority through association.

- Yes
- No

Do you have at least 20 influencers on-hand you could comfortably reach out to today to suggest a joint venture promoting your products?

- Yes
- No

Do you have at least 10 journalists on-hand you could reach out to today to pitch a story?

- Yes
- No

Let's score yourself. Out of 40 possible points, what is your score?

Based on my experience, here's the advice I'd give:

30 or more?

You are on your way to dominating your industry as a sought-after expert (if you aren't fully there already)! Congratulations. Don't rest on your laurels now. What is next on your list?

20-29?

Congratulations. You have obviously paid attention to your branding and authority. Maintaining and growing your authority will be critical to your success and there clearly are some things we can work on together.

10-19?

Don't sweat this - but we clearly have some work to do. Allow us to be your trusted partner and let's improve all your authority indicators. Let's do this!

0-9?

No worries. Everyone starts somewhere. The faster we can start accumulating authority indicators, the sooner you can start enjoying the benefits of being perceived as a rock star in your space.

Now what?

If you haven't already, please watch my video on this subject: <https://UpMyInfluence.com/makeover2>

Check your email in a couple days for my next guide. It's all about action! You and I together can set a plan to **improve your authority, grow your business and personal brand, and gain more sales!**

You might disagree with our criteria. You might also disagree with how your customers see you as they decide to 'ghost' you - but the fact remains... **you are being judged harshly on your indicators of authority.** In today's connected world, your digital indicators matter... big time.

The stuff above is all fair game in 2019.

Keep in mind that within your industry, you may not have items that matter as much as those in other industries - and there may be some that matter far more than I've weighted them - but whatever you do, don't carry on with the mistaken notion that you aren't being pre-judged. You are.

If you didn't score perfect 40, don't worry. Neither did I. I'm constantly working on my own authority and there are several achievements above I have not yet earned - but I have a plan to get almost everything completed in the next couple years.

Let's work on your plan together. I've got you.

About UpMyInfluence

What we do

Make you look like a high-authority rockstar.

Grow your visibility and audience.

Use your influence to get more sales & revenue.



We believe YOU deserve the chance to positively and profoundly influence the world with your message.

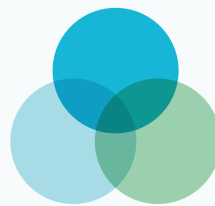
For too long, the path to authority and influence has been paved by traditional public relations firms – a great option for large corporations with huge budgets and plenty of time on their hands. Not nearly as effective for the millions of other businesses, brands and entrepreneurs that need more bang... for less buck.

At UpMyInfluence, we've created an antidote to this old-guard model! Our system is designed to totally disrupt and democratize the PR industry, giving users a platform to **gain influence and the guts to claim their own authority.**

The UpMyInfluence platform harnesses the power of agency-level tools and allows influencers and their teams the ability to collaborate with us through our strategic PR and influencer-engaging framework.

The Upmyinfluence team is totally and utterly committed to **empowering others** to take charge of their narratives, building **loyal audiences and profitable businesses.**

The Right Formula



Success means we've struck the perfect intersection of authority, influence and genius marketing. We've assisted hundreds of clients - turning them into high-authority influencers.

Client Testimonials



Jeremie Piette

GFTSkills

"My experience working with UpMyInfluence has been one of the **best things that has happened to my soccer business in 9 years.**

If you want to grow your brand this is the place to do it! Not only are they professional, but they are perfectionists. In just a few months, **my business was featured in over 10 different influencers magazines, podcast, YouTube channels & more.** People looking in from the outside will take note, which will make you stand out from your competitors. You could have the best product or business without PR but nobody will know it.

I highly recommend you start your business growth asap with the UpMyInfluence team!"



Farnoosh Torabi

Financial expert and host of So Money

"As someone who's dedicated much of her career to working in television and new media, I know how challenging it can be to get your "break" and navigate the world of publicity with success. **Josh is a guiding light and, as someone who is immensely talented and experienced, he offers the tools and insights to help you achieve more publicity.**

Most recently, for me, **Josh was instrumental in my journey to launch a podcast. Thanks to his generous and precise guidance and intel,** I was able to quickly climb the ranks on iTunes and **gain a massive audience.."**



Emma Johnson

Author / WealthySingleMommy.com

"As both a professional journalist and as a personal brand, I've worked with hundreds and hundreds of media professionals over the years, and Josh stands out as a gem. **He understands exactly how to develop relationships with top media by adding value to their product – and yours."**



John Livesay

The Pitch Whisperer

"Are you looking for ways to get new press exposure? Are you looking for what to say and how to say it when you get on TV? Then UpMyInfluence can help you get the PR & influence you need to get the exposure as the authority that makes people want to hire you.

Josh not only **got me press in a national publication,** he helped me with **media training on how to deliver my message on TV.** Now when I'm on TV, I give my answers in a way that is more authentic and confident. Highly recommend UpMyInfluence as they know what they are doing and are easy to work with too!"