

A photograph of Josh Elledge, a man with short brown hair, smiling and sitting on a set of stairs. He is wearing a light purple button-down shirt and blue jeans. His hands are clasped together in his lap.

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

**Josh Elledge**

Founder & CEO, UpMyInfluence.com

**UpMyInfluence presents:**

Authority Transformation Workshop Guide: **3 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/makeover3>

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

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# Plan of Action



## Where do you go from here?



It's critical that we chart a course together.

I can mentor and guide you over what the next several months are going to look like - but not if we don't have a plan.

In the **first** printable resource, you got some clarity on **where you are now**.

In the **second** resource, you discovered your indicators of authority.

In this printable resource, we need to set **ACTION ITEMS and PRIORITIES**.

I've been doing this for many years and have spoke to some pretty big audiences. Here's what I've learned...

**WITHOUT COMPLETING THIS STEP, YOU WILL NOT LIKELY TAKE ANY ACTIONS and WILL NOT GET THE RESULTS YOU DESERVE.**

**Once you and I know your WHY, we can grow authority around it.** Then, with that authority, we can MUCH more easily get you in front of big audiences.

Thoughtfully answer these five questions. Spend some time in thought about **why you got into business in the first place**.

If you rush through this, or just write simple answers, it won't have the same impact. These questions address the most important reasons for doing what you do and help ME get an idea of how I can help you best.

Getting clarity here will help you identify your path toward greater authority and influence. **I don't want you to expend a bunch of energy pursuing something that's not right for you.**

**1. Do you feel you have a message that can positively impact the world?**

Circle:    Yes    /    No

**2. Do you feel your customers would be more willing to do business with you if they saw you constantly celebrated in the media and with other influencers?**

Circle:    Yes    /    No

**3. Are you committed to getting out from behind your computer screen and onto more stages: virtual and/or physical?**

Circle:    Yes    /    No

**4. Refer to the authority self assessment from video #2. What are the top 5 indicators of authority you want to fix as quickly as possible (within the next 30 days)?**

1.

2.

3.

4.

5.

**6. What are the top 3 outcomes you expect from fixing and raising your authority? How will each of these impact your revenue? We want to create a business plan around this activity.**

**Examples:** More sales, higher conversion rate, shorter sales cycles, greater influence, higher engagement, more invitations to collaborate with influencers and opportunities to be celebrated as an influencer in your industry.

1.

2.

3.

**5. What are 3 likely outcomes if you do \*not\* raise your authority? How will each of these impact your revenue? We want to improve these areas.**

**Examples:** Stagnant sales, the same or lower conversion rate, long sales cycles, no additional influence in my industry, no improvement in social media engagement, no podcast guest invites, no speaker invites, no invitations to collaborate with influencers and opportunities to be celebrated as an influencer in your industry.

1.

2.

3.

## Congratulations!

In video #4, we're going to use the information above and work out a plan for execution.

Video four is where it all comes together. **Let's set some action items!**

I'm eager to become **your influence and authority department** - and empower you with any and all the resources at my disposal to stack the deck in your favor to make success all but inevitable.

In video #4, I'll reveal how we can use all my shortcuts, insights, & support systems to get you **the results you want, desire, and quite frankly deserve.**

You have a message that can positively impact the world. Let's get you on in front of the audiences that are eager to hear you.

## Our values

No good treasure hunt starts without a map. And no good business should start without one either!

At UpMyInfluence, everything we do is guided by 5 core values designed to keep us on course no matter where we roam. We hope our “map” will not just resonate with you—but prompt you to think about what’s guiding your brand and business as well.



### Democratize

*We aim to empower all to get their voices heard.*



### Authority

*We coach our members own and grow their own expertise v& wisdom.*



### Influence

*We empower our clients to serve the world with their messages to create the biggest impact.*



### Innovation

*We are constantly challenging the status quo with everything we do.*



### Human Connection

*We harness the power of relationships to create sustainable collaboration.*

*Our Purpose Statement:*

*We believe when everyone has the opportunity to influence the world with their message, they have the ability to create a more profound, positive impact.*



## Client Testimonials



Janét Aizenstros

**Ahava Media Group**

**"Working with Josh and his team has been absolutely amazing!!** The amount of value I have personally experienced in coaching with Josh was able to **land me placement in major business publications online and offline.**

I would highly recommend working with Josh and the UpMyInfluence team. They offer insight and prompt service."



Stacy Tuschl

**ShesBuildingHerEmpire**

"Josh is so good at helping bring out the best parts of your story. He is definitely my go-to when it comes to getting booked in the media. He had so many little tips and tricks which helped me **land several podcasts, blog posts, and other features.** If you want to stand out from the rest and get booked, you better hire Josh!"



Katie Horgan

**Co-Founder, GivingAssistant**

"We've loved working with the team at UpMyInfluence. They make media pitching a breeze. I write out a few thoughts - and they effortlessly turn my jumbled ideas into amazing stories suited to journalists' needs which have resulted in great coverage for our company. **Highly effective and highly recommended.**"



Shane Walker

**Co-Founder, ProActive Budget**

"If you don't know Josh Elledge, founder and CEO of UpMyInfluence, you are missing out. He is a man of his word. **He has a passion for helping people** and he is creating a system that effectively connects your brand with the marketplace. I have really appreciated how much passion and belief he has in our brand. **He is a key part of our marketing team.**

The members of our executive team are **consistently being quoted on the media** thanks to UpMyInfluence. All these efforts are creating searchable content to help potential customers build trust in our brand."