Credibility Statement

1) What contributes to your credibility:

Degrees and certifications	
Years of experience	
Book	
Program	
Podcast, TV or radio show	
Summit	
Blog/Social Media channels	
Speaking/Keynote	
System/Formula	
Specific results / Numbers	

Continued…

Media mentions	
Teachers or mentors	
Past career experiences	
Transferable skills	
Personal journey or experience	
Extensive research	
Facts and statistics	
Lifelong interest or passion	
Personal mission	
Future projects	

2) Create 3-5 separate brief 1-sentence credibility statements: