

HOW TO POSITION
YOURSELF AS A
CREDIBLE &
INTERESTING EXPERT

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To make yourself the media's go-to expert for a story, you need to be two things: credible and interesting.

Credibility is about positioning yourself as someone who is a reliable source of information and an expert in your field. The people who work in the media receive hundreds of pitches each day, and they have a responsibility to their audiences to present them with the best and most knowledgeable experts. They want people who are the real deal and truly know their stuff.

But as well as being credible and knowledgeable, you also need to be interesting to capture the audience's attention. From having an inspiring story to being known for having pink hair, there are many ways to be seen as interesting by the media.

Below, I've highlighted 17 different credibility markers for you to consider, as well as four ways you can be seen as interesting when pitching the media. Use the notes section provided to brainstorm your own credibility markers.

As you're reading through this worksheet, keep in mind that everyone is credible and interesting in their own way.

Often, we take for granted the credibility that we already have, which is why you may want to complete this exercise with a friend or someone who knows you well.

1. TRAINING & EDUCATION

- Where did you go to school?
- What certifications do you have?
- Do you have a BA or an advanced degree?
- What did you major in? Is it related (directly or indirectly) to your current line of work?
- Did you study under a renowned expert or a top mentor in your field?
- Have you taken a training program in your field to advance your skills or knowledge base?

Example: Louise Thompson is a Martha Beck certified life coach.

Notes:

2. RELATIONSHIPS WITH CORPORATIONS OR NON-PROFITS

- Are you an official member of any industry organizations?
- Have you volunteered or raised money for a charity?
- Have you served on the board, led a workshop, or contributed in a meaningful way to a non-profit organization?
- Have you been (or could you be) endorsed by a leader of a particular organization?

Example: Dr. Tara Cousineau is one of 12 global ambassadors for Dove's Self-Esteem project and is certified in Brene Brown's Daring Way Method™.

Notes:

3. SPEAKING ENGAGEMENTS OR INTERVIEWS YOU'VE TAKEN PART IN

- Have you been interviewed by a notable individual or shared the stage with someone well-known?
 - Have you had the opportunity to speak in front of an audience such as at a company, school, or community group?
- Have you given a TED or TEDx talk?

Example: Christine Egan has given talks for the footwear companies Saucony and New Balance.

Notes:

4. MEDIA OPPORTUNITIES THAT YOU'VE ALREADY SECURED

- Have you previously submitted guest posts to another blog or online media outlet?
- Have you been interviewed for a podcast?
- Has your story appeared in a print or online magazine?
- Have you ever been interviewed on TV?

Example: Farnoosh Torabi is a personal finance expert who has a monthly column in O, The Oprah magazine and has been featured on The View, Good Morning America, and the Today Show. She's written for Money Magazine, Yahoo, and more. Note: No media coverage is too small! Even if you have only been featured in local media or by foreign press, list the media coverage below.

Notes:

5. MEDIA CHANNELS YOU OWN

- Do you have a blog?
- Do you host a podcast?
- Do you have a YouTube channel?
- Do you regularly produce and circulate another form of value-adding media?

Example: Julie Parker is the founder of inspired COACH magazine

Notes:

6. COMPETITIONS, AWARDS, OR FUNDING YOU'VE WON

- Have you won a competition in your field of expertise?
 - Have you been featured in a round-up post or named one of the Top 10 or best in your field?
 - Have you been awarded a grant or received a large amount of financial backing through a successful Kickstarter campaign?
 - Have you been commended by a notable individual or professional body for the contribution your work has made?

Example: Dr. Amy Shah was named one of the Top 100 Women in Wellness to Watch by mindbodygreen.

Notes:

7. BOOKS, PUBLISHED WRITING, OR ESSAYS YOU'VE WRITTEN

- Have you self-published or traditionally published a book?
- Do you have an e-book with positive reviews that you can point to on Amazon?
- Have you written an academic thesis or published essays in journals or niche publications?

*Example: Dr. Gladys Ato is a leadership mentor, clinical psychologist, speaker, and author who wrote and published a book called *The Good Goodbye: How to Navigate Change and Loss in Life, Love, and Work*.*

Notes:

8. PERSONAL ACCOMPLISHMENTS OR CHALLENGES YOU'VE OVERCOME RELATED TO YOUR AREA OF EXPERTISE

- Do you have first-hand experience of the challenges you help others solve?

Example: Nagina Abdullah transformed her life and eating habits and lost 40 pounds in 9 months.

Notes:

9. RESULTS YOU'VE HELPED OTHERS ACHIEVE

- What tangible and intangible results have others achieved with your help?

Example: Jo Banks, Executive Coach, Author and Leadership Development Trainer, has helped over 4,500 people find their dream job through her corporate career management training courses.

Notes:

10. SIZE OF YOUR CUSTOMER OR CLIENT BASE

- How many customers and clients do you serve?
 - Where do your customers and clients live? Do you have an international reach? How many countries do you serve?
 - If you have a product-based business, how many units do you sell every week/month/year?

Example: Wendy Newman is a dating and relationship expert who has touched the lives of over 50,000 women internationally.

Notes:

11. SIZE OF YOUR COMMUNITY

- How many email subscribers do you have?
- How many followers do you have on Facebook and/or Twitter?
- What is your combined reach across your various social media platforms?

Example: Celinne Da Costa is a brand story and life design coach who has a loyal community of over 50,000 dreamers following her adventures around the world.

Notes:

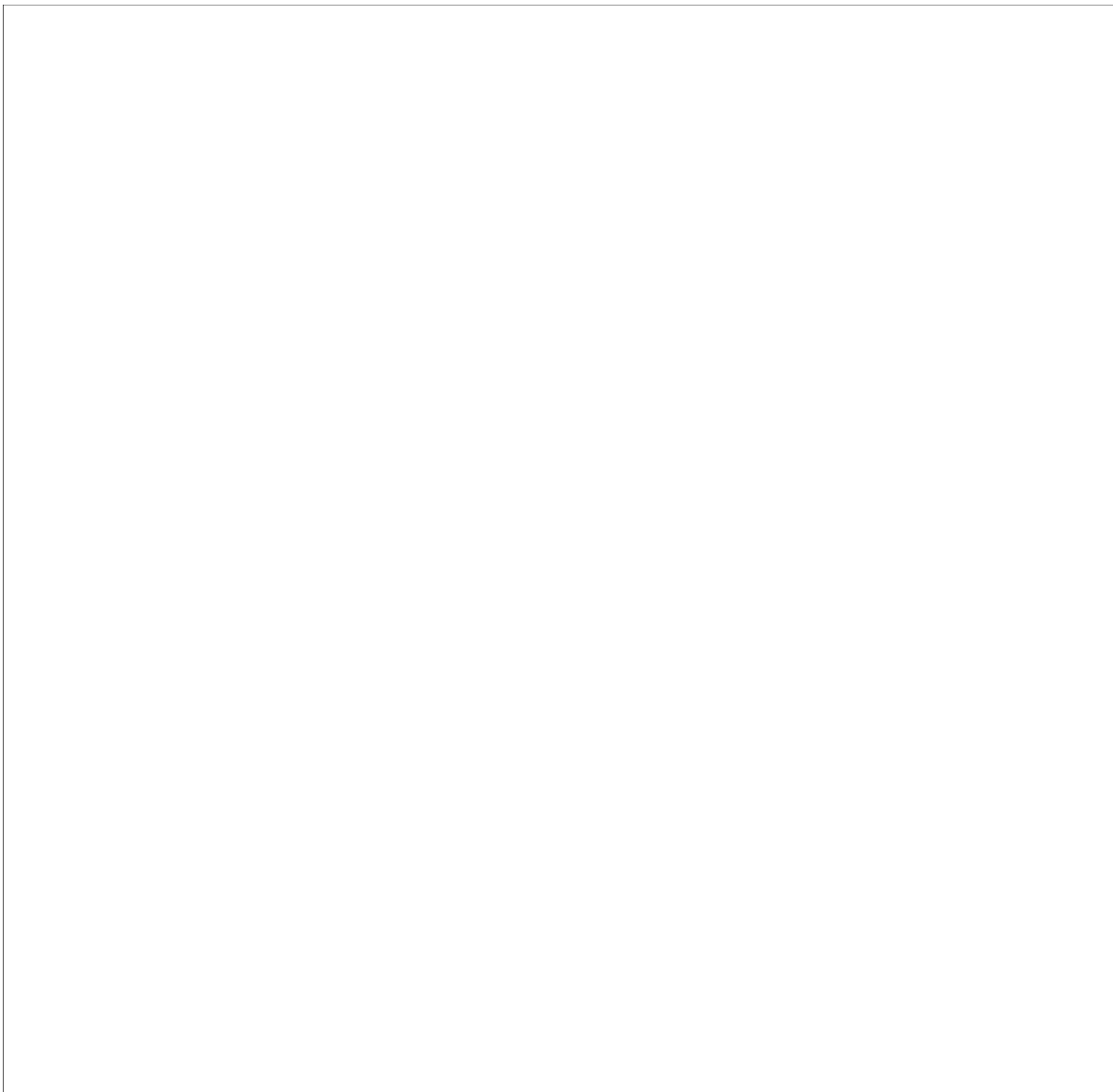


12. WELL-KNOWN CUSTOMERS OR CLIENTS YOU'VE SERVED

- Has a successful or well-known individual hired you to work with them?
- Do your customers or clients work at well-known companies?

Example: Daphne Cheng, a vegan chef, has served her inventive cuisine to celebrities such as Vera Wang, Alec Baldwin, and Lea Michele.

Notes:



13. INFLUENCER ENDORSEMENTS

- Do you have any testimonials or words of praise from influencers in your industry?

Example: I have testimonials from influencers like David Shands, Danielle Leslie Candace Holyfield, and more.

Notes:

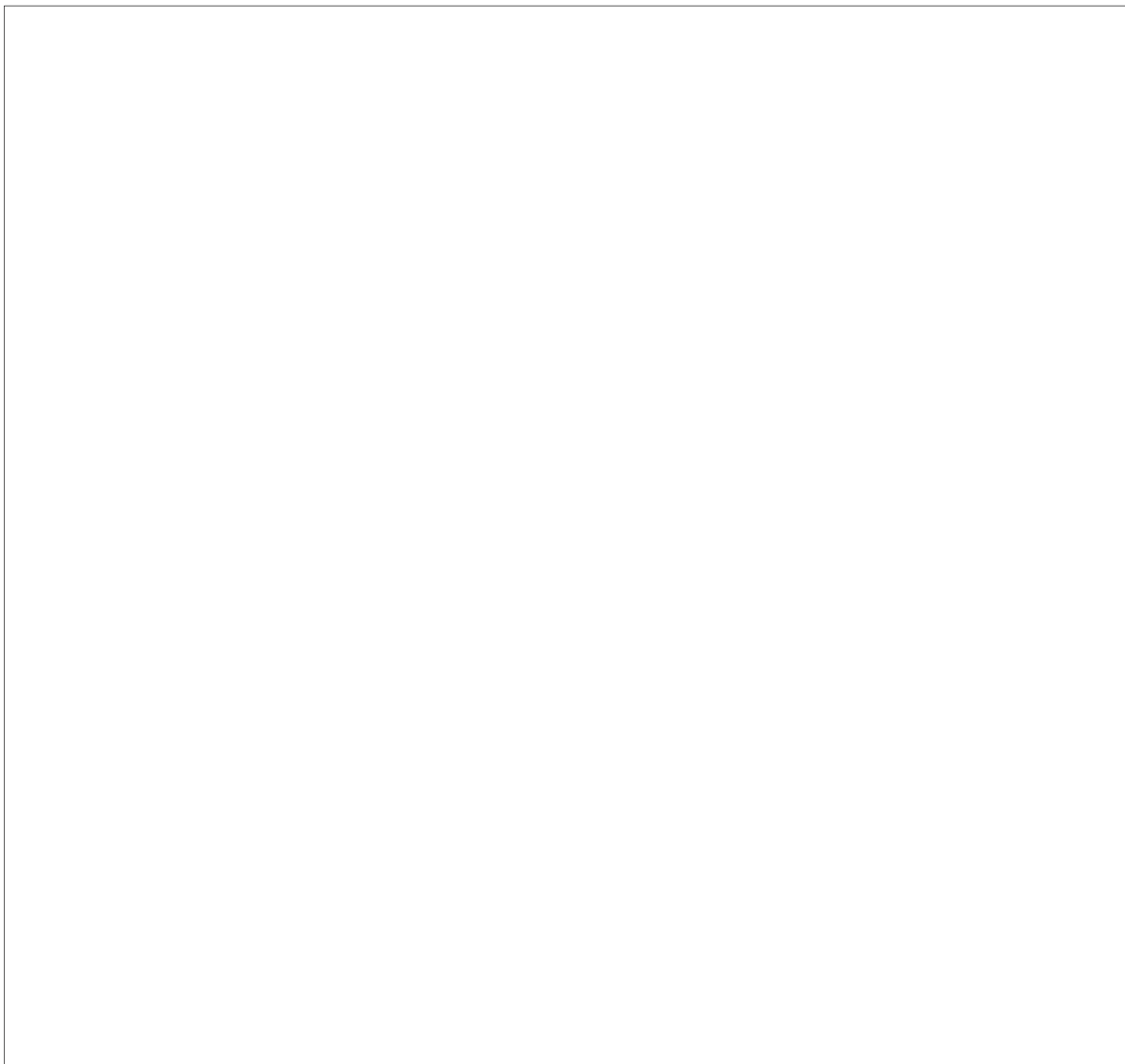
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14. YOUR FINANCIAL RESULTS

- Have you generated a significant amount of revenue?

Example: Primoz Bozic went from earning \$7 an hour as a computer programmer in his native Slovenia, to over \$400 an hour as a productivity coach for entrepreneurs.

Notes:



15. A SPECIAL FRAMEWORK YOU CREATED

- Do you have a framework to help simplify a complex idea? •
- Do you have a system or method you use with your clients?

Example: Maslow's Hierarchy of Needs, or the Hero's Journey.

Notes:

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16. FAMILY / LINEAGE

- Did you go into your line of work based on your family history?
- Do you come from a long line of professionals in your industry?

Example: Raw food coach Karen Knowler became a vegetarian and began experimenting with a raw food diet after working in her stepfather's butcher shop and growing up in a household of meat eaters.

Notes:

17. HOW LONG YOU'VE BEEN DOING YOUR WERK

- Have you been doing your work for a long time?

Example: Career coach Kathy Caprino has been working with her clients for over 12 years.

Notes:

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4 WAYS TO BE INTERESTING TO THE MEDIA

1. SURPRISING AND UNUSUAL EXPERIENCES

- Have you experienced a life event that few people have experienced?
- Did you accomplish something you're proud of at an early age?
- Has there been an interesting twist in your personal life story or business journey?

Example: Breast cancer survivor Christine Egan ran a half marathon after completing 33 radiation treatments, and she ran a full marathon to celebrate her remission.

Notes:

2. A TRANSFORMATIONAL STORY TO SHARE

- Have you had to overcome a personal challenge?
- In what ways have you had to challenge or push yourself?
- Have you achieved extraordinary results in some area of your life?
- What practical and mindset shifts did you have to make in order to turn your life around?

Example: Marnie Oursler was earning just \$11 an hour and living on peanut butter and jelly sandwiches while building her now multimillion-dollar business.

Notes:

3. AN INDIVIDUAL SENSE OF PERSONAL STYLE

- Do you have a unique sense of personal style?
- Are you well-known for wearing a particular piece of clothing or accessory?

Example: Derek Halpern is known for enjoying \$300 haircuts and wearing sparkly shoes.

Notes:

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4. UNUSUAL HOBBIES OR QUIRKY FACTS

- Do you have a unique hobby?
- Do you have a quirky habit?
- Do you have any unusual likes/dislikes?

Example: Gabby Bernstein is known for riding her unicycle around the East Village of New York City.

Notes:

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