

Thought Leadership Authority Plan Worksheet

Complete the exercise below on paper or scan the QR code to download a digital worksheet.

1. Define Your Expertise:

A - What topic or industry niche do you want to be known for?

2. Identify Your Dream Audience:

B - Who are the ideal people you want to influence?

(Demographics, industries, needs, goals.)

3. Choose Two Authority-building Actions to Start:

C - Which two activities will you commit to first?

(Examples: Start a blog, launch a podcast, pitch guest articles, apply to speak at an event.)

4. Set a Ninety-day Authority Goal:

D - What result will you aim for in the next ninety days?

(Examples: Publish ten blog posts, get quoted in two articles, land one speaking opportunity.)

Once you complete this worksheet, you'll have a clear launch plan to start building real authority in your space.