

AUTHORITY MARKERS

- **Solid Branding**
 - Website optimized to sell high-ticket
- **Proof of results**
 - Portfolio
 - Transformations you've made for people (big or small!)
- **Social Proof**
 - Testimonials
 - Social media following
- **Authority by Proximity**
 - Influencer association
- **Authority Content**
 - Podcast interviews
 - High-trafficked blog posts
 - PR appearances from high-authority publications
- **Personal Achievement**
 - Certifications
 - Education

