

The 7 Pillars of Authority Marketing

10 Point Checklist

Adam Witty

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“The key to building authority is elbow grease and hard work.”

ADAM WITTY

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Discover my authority score is by taking an assessment on forbesbooks.com/authority-assessment. The results will help me strategize my next move for better publicity.
- Avoid being latent when it comes to sharing and promoting what I can offer to the community. Believe that I can provide solutions.
- Take in mind that it's not enough to have authority; I have to leverage it so that I gain more trust from people who see me as an expert.
- Remember the 7 Pillars of Authority Marketing and choose what works best for my business. These are content marketing, PR and media, speaking, branding and omnipresence, lead generation, referral marketing and events.
- Building my authority is not a sprint, it's a marathon. Think for the long term and devote a good amount of time on growing and improving every day.
- If my goal is to write a book, make sure that what I am creating will address a problem and provide a solution to my future readers.
- Target a very specific niche rather than addressing mass consumers. This will help me know who I'm writing and get better at catering to my readers' needs.
- Before writing, research about what the audience around my niche needs. Use a tool called [AnswerThePublic](#) to collect answers.
- Find a professional publisher and work with them to bring out the best quality in my book. Avoid self-publishing especially when I'm aiming for media appearances such as TV and speaking events.
- To learn more on how to become an authority in my field, grab a free copy of Adam Witty's book Lead the Field, How to Become an Authority and Dominate your Competition on forbesbooks.com/marketing-speak