

Cultivate Your Credibility

Table of Contents

- 02 Step 1 » Re-Discover your amazingness
- 04 Step 2 » Create Your Credibility Statements
- 09 Step 3 » Rank Your Top Credibility Statements
- 10 Step 4 » Revisit this Template Every 4 months
- 11 Self-Rating Tool

There are 22 different ways to cultivate your credibility. And, you don't need to have all 22 in place. All it takes is one great credibility builder for your potential clients to see you as credible enough to support them!

Oh.. and don't forget to save this template to your computer in a place where you'll be able to find it!



How to Position Yourself Like a Rock Star

Step 1 » Rediscover Your Amazingness

Fill out the table below to remember why you're as amazing as you are.

Your Age Range	What did you achieve personally and/or in your business?	What inspiring experiences did you have?	What major challenges did you overcome?
5-15			
15-20			
20-25			
25-30			
30-35			
35-40			

40-45			
45-50			
50-55			
55-60			
60-65			
65-70			
70+			

Step 2 » Create Your Credibility Statements

1. Check all the boxes of the Credibility Builders that apply to you at this point in your journey.
2. For each Credibility Builder that you checked, use the example in the middle column to write a Credibility Statement in the right column.

YOUR EXPERIENCE (PERSONAL OR BUSINESS)

Check the Credibility Builders you can use	Credibility Builder	Example or Template	Your Credibility Statement
	Accomplishment, Experience or Challenge Overcome (From Step 1)	I raced motorcycles. I climbed Mount Everest. I was voted Best Coach in San Francisco	
	Length of Personal & Professional Development + Supporting People (Not Necessarily Clients)	I've been studying _____ (health) and supporting people around their _____ (health) for over (10) years.	
	Your Hero's Journey Story	_____(Many) Years ago, I had _____(Problem) and was able to _____(result).	
	Your Results: Money Niche	I had a six figure year.	
	Your Results: Health Niche	I am in the best health of my life.	
	Your Results: Relationship Niche	I am in love with my partner.	

	Appearance	Look your best (Dress 1-2 notches better than your ideal clients. Post a link to your professional photos	
	Credentials	I am (currently/formerly a)_____(Doctor, Attorney, Engineer, Accountant) , I have a _____ (Certification, Masters Degree, MBA, PHD	

YOUR CLIENTS' SUCCESS

Check the Credibility Builders you can use	Credibility Builder	Example or Template	Your Credibility Statement
	A Client's Success Story	When my client came to me he/she had _____ (problem) and after ____ months of working together, she now has _____(result).	
	Your Average Clients' Results	_____(87%) of my clients report that they have _____(made over \$_____).	
	Collective Client Results	My Clients have collectively earned over \$_____	

CLIENT EXPERIENCE

Check the Credibility Builders you can use	Credibility Builder	Example or Template	Your Credibility Statement
	# of Client Hours	I have supported over _____(1,000) clients or I have spent over 5,000 hours supporting my clients.	
	How Long You've Been in Business	I've been doing _____(what you do) for over _____(10 years).	

WHO YOU KNOW

Check the Credibility Builders you can use	Credibility Builder	Example or Template	Your Credibility Statement
	Who You're Friends With	Recently, I was hanging out with _____(Tony Robbins)	
	Who Has Endorsed You	_____(Brene Brown) endorsed my work by saying:	
	Famous Clients	One of my clients is _____(someone recognizable and inspiring)	

SPEAKING

Check the Credibility Builders you can use	Credibility Builder	Example or Template	Your Credibility Statement
	Simply Being a Speaker	Recently, I spoke at _____event.	
	# of Speaking Events or Event Attendees	I have led ____ (over 100 workshops). or I have spoken to over 5,000 people	
	Sharing the Stage	I shared the stage with _____(Jack Canfield).	
	Getting Interviewed	Recently, I was interviewed by _____ person or _____(name of podcast or tv channel).	

BOOK, ONLINE COURSE OR GROUP PROGRAM

Check the Credibility Builders you can use	Credibility Builder	Example or Template	Your Credibility Statement
	Authoring or Co-Authoring a Book	Which is why I wrote my book _____(name of book)	
	Book Achievements	My book has sold _____ (copies) or My book was a #1 Best Seller on Amazon.	
	Online Course	Why is why I created an online course, called _____(Name of Course).	
	Group Program	Which is why I created a Group Program called: _____	

Enter up to 5 of Your Favorite Credibility Statement(s) Here

Step 3 » Rank Your Top Credibility Statements

1. Add your Top 1 - 5 Credibility Statements below.
2. Rank your Credibility Statements from most inspiring (or impressive) to least.
3. Practice using your #1 Credibility Statement to create instant credibility.

My Top 1 - 5 Credibility Builders

- 1.
- 2.
- 3.
- 4
- 5..

Step 4 » Revisit this Template Every 4 months

Revisit this template every 4 months because your credibility will grow during your time in Thrive:

As you get more clients in Client Attraction Mastery and as your clients get better and better results.

As you create online courses and group programs in Get Leverage.

As you speak at more and more events through Six Figure Speaker.

As you step into your leadership and attract higher level JV Partners, in the Transformational Leadership Program.

Self-Rating Tool

Why Did We Create This Self-Rating Tool?

So you can see exactly what it will take to master this template (and track your progress toward mastery).

Should You Use This Tool to Beat Yourself Up?

Hell no! Be gentle with yourself. Mastery takes time. And love. And tenacity.

Be truthful. If your score is low, get support. You will be better able to reach your people when you master this.

Keys to Mastery	Score 1-low, 10-high
1. How impressive is your statement (to an average person... not your gremlin).	
2. How elegantly did you express your Credibility Statement?	
	Total Score =
Acknowledge Yourself Here:	Divide Your Score By 2 =

How Close Are You to Mastery?

1-3 "I'm on My Way". Get support from your Thrive Business Coach to raise your score.

4-6 Good. Better than 90% of entrepreneurs. Time to use this template with potential clients!

5-7 Great! You should see great results when you use this template!

8-10 AMAZING! You have attained mastery that will make you magnetic to clients.

When Are You Ready to Use This Template With Potential Clients?

Many Thrivers are making 6 and 7-Figures because they had the audacity to use templates before they felt ready. If you scored 1-3, get support. If you scored 4+, you are ready enough. Start now, and watch yourself soar. You are unstoppable.