**I-Storybrand Phase 1**

**Mission Five: Believability**

**By now, you’re on your way to a more epic bio.** You might be wondering, how do you get others to believe and embrace your bigger story? Anchor your message with information that reinforces trust and credibility. That’s where external validators come into the equation. Especially if you’re doing something new and different: anchor your ideas in the familiar and identifiable.

**You’re judged by the company you keep.** Consider the idea of *reputational power*. We usually think of reputational power as something that is borrowed through our relationships, affiliations, and/or endorsements from others. This is how the Google search algorithm works. What reputable sites link back to your site? Who in effect is vouching for you? This affects your rankings in Google and is a critical element of social proof. You need to establish: that you are part of a larger network, and recognized for your meaningful contributions.

**Keep in mind, reputational power is not a passive act – i.e. you waiting around to be discovered by the right people.** Reputation is something that you create through your actions, choices, and gumption. Sure, a little luck never hurt. Yet ultimately, your reputation is shaped by how you decide to frame and share your story. And what you work on to boost your reputational power. At the end of the day, how you decide to talk about yourself carries the greatest influence on how you will be seen and perceived.

**There are thirteen sources of reputational power can you draw on.**

Conduct an inventory of material to use in your bio.

**CAUTION: Don’t throw the kitchen sink at people.** Select judiciously, what credibility reinforcing elements to prioritize and include in your bio. Don’t use everything! It will make you come off as insecure and desperate for validation.

**1. Perspective/Passion**

What drives and motivates you? Do you have something to say?

**2. Philosophy**

How do you think? How do you see the world?

**3. Personal Path/Pedigree**

What’s the journey you’ve been on? What’s your undeniable back story?

**4. Position**

Do you hold a unique prestige position or affiliation inside a company?

**5. Popularity**

Numbers: How many people read your blog, follow you on twitter, subscribe to your newsletter, etc...?

**6. Progress**

Do you have a dramatic before/after story?

**7. Press/Performances**

Where have you been written up? Where have you spoken/presented?

**8. Paying clients**

Who has hired you for your expertise?

**9. Publications**

Where have you published and shared your ideas?

**10. Products**

Have you packaged your ideas into products, system, solution, or some other form of intellectual property?

- book, online system and cd downloads.

**11. Professional Affiliations/Partnerships**

What key networks, communities, and tribes are you a part of?

**12. Praise**

Who’s said nice things about you? Extra points for recognized media sources or celebritiy figures.

**13. Philanthropy**

Where do you donate or volunteer your time? In what ways are you passionately committed to giving back to issues your care about?

**Again, this is an exercise in taking stock, and looking for places of leverage and credibility in your bio story.**

**CAUTION: Don’t throw the kitchen sink at people.** Select judiciously, what credibility reinforcing elements to actually include in your bio. If you have a list, make it a list of three or five. Not more! Don’t use everything! It will make you come off as insecure and desperate for validation.

**Remember, the more famous the person, the shorter the bio.**