



Owning Your Authority

A Webinar for Nonfiction Writers

AUTHORITY

The power to *influence* or command
thought, opinion, or behavior



What We'll Cover

1. Your Expertise
2. Your Authority
3. Communicating Authority

Your Expertise

Sources of expertise

Academic studies and research


Industry or role-based experience

Personal experience

Journalistic research



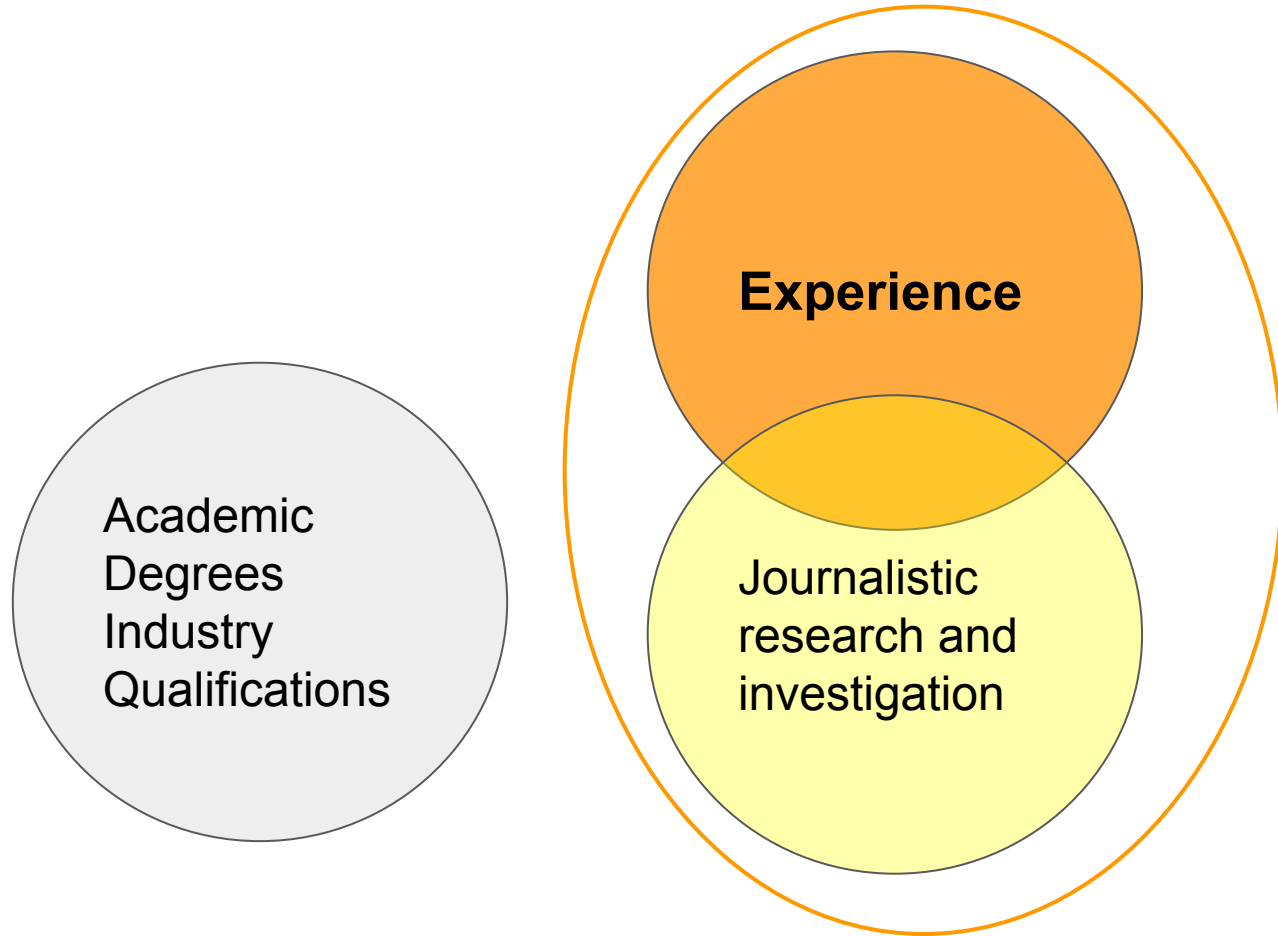
What's *your* primary source of expertise?

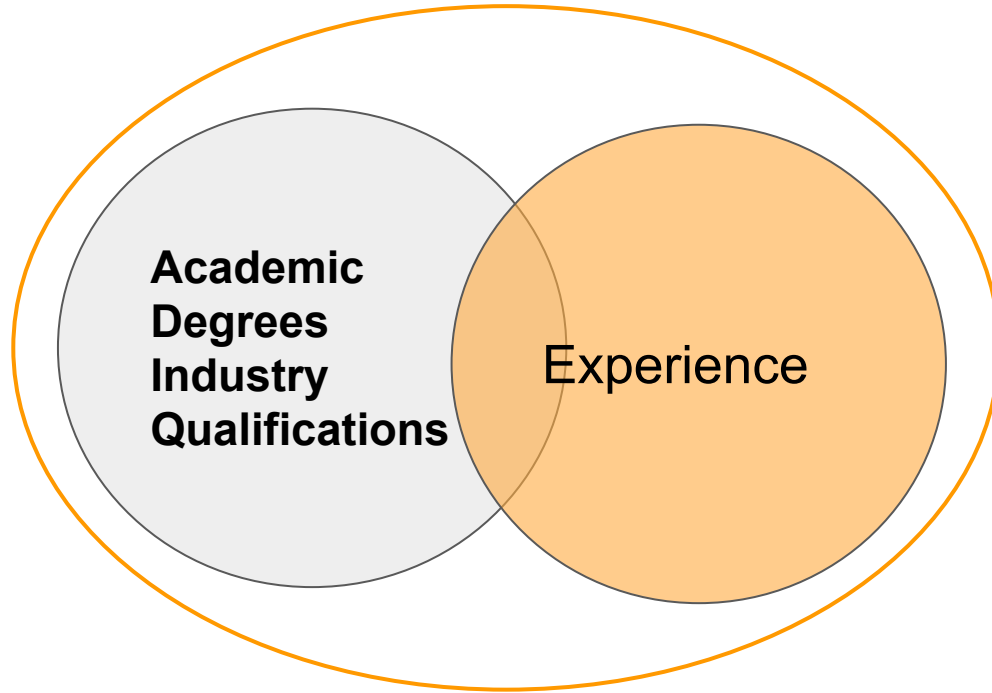


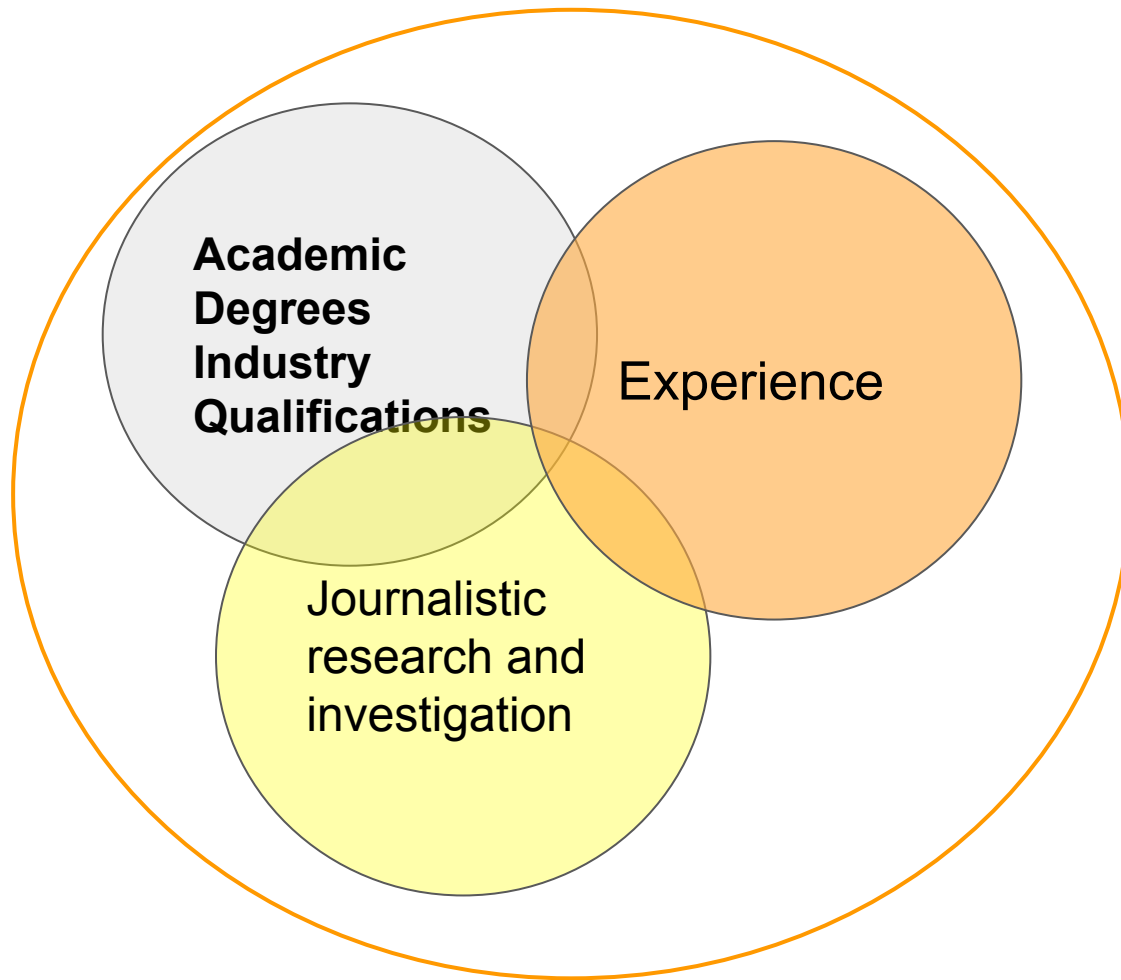
Academic
Study and
Research

Experience

Journalistic
research,
investigation







Writing a book
deepens your
expertise



Owning Your Authority

Elements of Authority

1. Expertise
2. Credentials
3. Professional experience
4. Personal experience



“Accidental” authorities



Author, *Radical Candor*



Author, *Membership Economy, Forever Transaction*

Publishing a book
expands your
authority



Authority by Book

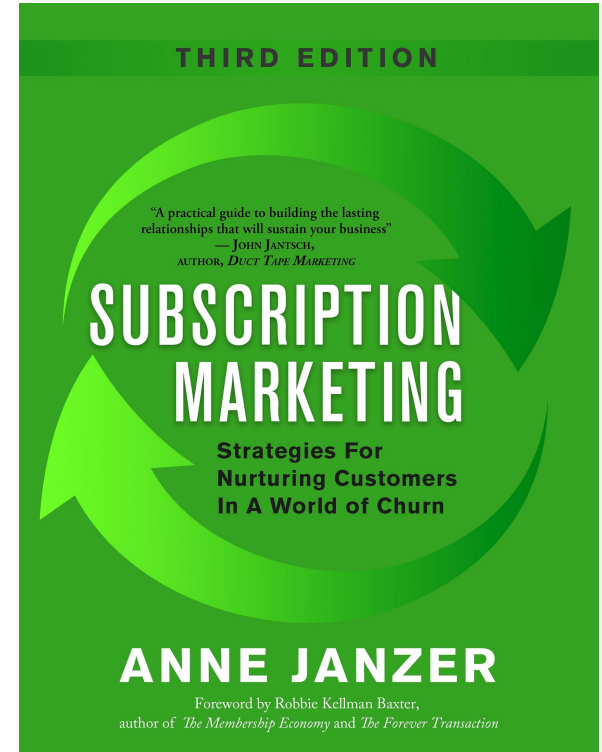


Malcolm Gladwell



Trista Harris

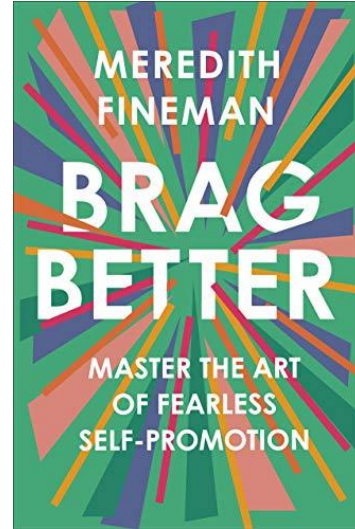
My own experience



Communicating Authority

Are you a member of the “Qualified Quiet”?

Brag Better by Meredith Fineman



Make your authority list

1

Credentials

2

Professional experiences:
Achievements, roles,
anecdotes, numbers

3

Personal experience:
Meaningful stories

4

Research list/plan

Context Matters



Bios

About Anne

Anne Janzer is an award-winning author, armchair cognitive science geek, nonfiction author coach, marketing practitioner, and blogger. She's on a mission to help people spread important ideas through writing.

As a professional writer, she has worked with more than one hundred technology companies, writing in the voice of countless brands and corporate executives. She is author of the books *Writing to Be Understood*, *The Writer's Process*, *The Workplace Writer's Process*, and *Subscription Marketing*.



Get others to speak for you

Intros

Testimonials

Testimonials




“ *I highly recommend this course for writers who want the best possible instruction from a teacher who knows their stuff.*”

Chris Syme, founder of CKSyme Media and co-host of the award-winning Smarty Pants Book Marketing Podcast



What Not to Do



**Write like a human,
not an “expert”**

**ASK MORE
QUESTIONS**



AnneJanzer.com

Interview

Online course on nonfiction book

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