

Personal Branding / Practical guide

The Authority Playbook.

The step-by-step system to become
your industry's reference.

Invisible expertise is **worthless**

Opportunities — clients, media, keynotes, board seats — go to those who are seen. Not necessarily the best. This Playbook turns real expertise into recognised authority: the kind people quote, invite and choose.

It rests on three building blocks: your positioning (what you stand for), your visibility system (how people discover you), and your compounding (how each appearance raises the value of the previous one).

Golden rule: 2 hours a week, sustained for 12 months, beat 2 months of intense effort that gets abandoned.

Block 1 — Your personal positioning

1.1 — Your unique angle

Your authority is born at the intersection of three circles. Complete each one:

Circle	Question	Your answer
Expertise	On which subject are you 10 years ahead of your audience?	
Conviction	Which idea do you defend that your industry neglects?	
Story	Which journey makes your perspective impossible to copy?	

1.2 — Your priority audience

- ☐ Who must think of you first? (decision-makers, peers, media, recruiters...)
- ☐ Where does that audience spend its attention? (LinkedIn, press, events...)
- ☐ What transformation do you expect from them? (buy, invite, recommend...)

1.3 — Your authority sentence

"I help [audience] achieve [outcome] through [unique angle]." Display it everywhere: LinkedIn bio, signature, conference introduction.

Block 2 — The **visibility** system

2.1 — Your 3 content pillars

- Expertise pillar (50%): methods, analyses, lessons learned — what proves your mastery.
- Conviction pillar (30%): positions, well-argued contrarian takes — what sets you apart.
- Behind-the-scenes pillar (20%): journey, lessons, values — what builds connection.

2.2 — The weekly routine (2 h)

Moment	Time	Action
Monday	30 min	Write 1 in-depth post (expertise pillar)
Wednesday	20 min	Publish 1 short position + answer comments
Friday	40 min	Engage with 10 posts from your ecosystem (useful comments)
1×/month	30 min	Pitch 1 article, interview or talk to a media outlet / event

2.3 — Beyond LinkedIn

- Media: identify 5 journalists covering your subject; send them an angle, not a bio.
- Speaking: apply to 4 events a year with an outcome-driven talk title.
- Network: 1 strategic lunch or coffee a week with a peer, a connector or a former client.

Block 3 — Compounding

Authority compounds like interest: every asset must feed another.

- One keynote becomes 3 posts + 1 article + 1 video clip.
- One successful engagement becomes 1 quantified case study + 1 testimonial.
- Ten posts on one theme become 1 downloadable guide — and one day, a book.

Your quarterly indicators

Indicator	Q1	Q2	Q3	Q4
Qualified followers				
Inbound requests (clients, media, events)				
Talks delivered				
Opportunities generated (value or count)				

One unmistakable signal: when people start introducing you unprompted — "this is THE person on that topic" — your system is working.

The 5 traps of personal branding

- Publishing without positioning. Regular noise is still noise.
- Chasing virality. 100 decision-makers beat 10,000 onlookers.
- Betting everything on rented channels. Build an owned asset too: newsletter, e-mail list.
- Imitating influencers. Your credibility comes from your practice, not content recipes.
- Quitting at month 3. Authority is a 12–24 month investment.

Launch checklist

- ☐ My authority sentence is written and displayed on my profiles.
- ☐ My 3 content pillars are defined with 5 ideas each.
- ☐ My 2-hour routine is blocked in my calendar.
- ☐ My list of 5 target media and 4 target events is ready.
- ☐ My quarterly indicators are set.

Next step: a 30-minute call with DIGAL Consulting to assess your current authority and potential. Write to us: info@digalservices.com