

DAY 57

DON'T TELL CUSTOMERS YOU'RE AN EXPERT. GIVE THEM REASONS TO CONCLUDE IT.



Claimed authority asks for trust. Demonstrated authority earns it.



Core lesson:

Customers trust visible expertise more than self-proclaimed expertise.

DAY 57

AUTHORITY ISN'T THE BADGE. IT'S THE QUALITY OF THE DIAGNOSIS.



Customers trust expertise they can see.

Claimed Authority

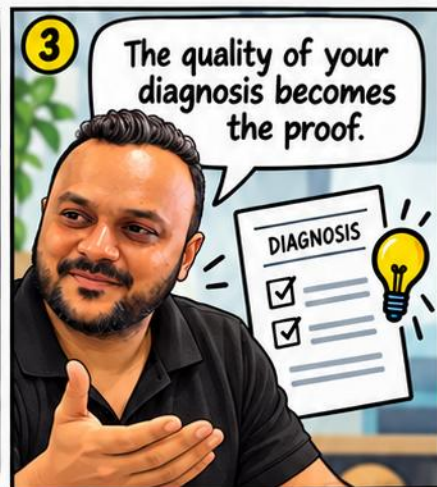


✗ Asks for trust.

Demonstrated Authority



✓ Earns trust.



Core takeaway:

Visible competence beats self-proclaimed competence.

Specific questions. Clear reasoning. Useful insight.



DAY 57

THE E.X.P.E.R.T. FRAMEWORK



Show expertise. Don't just announce it.

E

Evidence of Experience

Quantify projects, customers, categories, or years.



X

eXplain What Others Miss

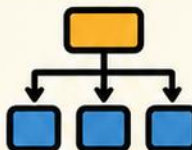
Teach the hidden pattern, risk, or mistake.



P

Process Before Promise

Show the method behind the recommendation.



E

External Validation

Use certifications, recognition, research, or credible proof.



R

Results With Context

Show starting point, intervention, and outcome.



T

Teach Before You Tell

Make the audience smarter before making the offer.



Evidence beats adjectives.

Insight creates authority.



Authority formula:

Experience → Insight → Method → Proof → Trust

DAY 57

DON'T SAY 'WE'RE EXPERTS.' SHOW HOW EXPERTS THINK.



From claim-based messaging to authority-led messaging.

1 Consulting 	✗ Claim-Based We are business-growth experts.	✓ Authority-Led Before spending more on lead generation, diagnose enquiry → contact → meeting → proposal → sale.
2 Hair Care 	✗ Claim-Based We are Ayurvedic hair experts.	✓ Authority-Led Oil, cleansing, and post-wash nourishment solve different parts of the routine.
3 Hotel Water 	✗ Claim-Based We are leading water consultants.	✓ Authority-Led Before MEP layout is frozen, review demand, storage, WTP, STP, reuse, and pool load.
4 Manufacturing / Finance 	✗ Claim-Based We are trusted experts.	✓ Authority-Led The stronger expert message explains the criteria behind the recommendation.

Teach the logic,
not just the
label.

Key takeaway:

Claimed authority asks for belief.

Demonstrated authority gives people a reason to believe.

DAY 57

AUTHORITY BUILDER WORKSHEET



Turn your authority claim into visible proof.

AUTHORITY BUILDER WORKSHEET

Use the questions below to turn your claims into clear, credible proof customers can see.

Replace one expert claim with evidence today.

REAL EXPERIENCE
REAL INSIGHTS
REAL RESULTS



1 What expertise are we currently claiming?

2 What evidence supports it?

3 How can we quantify experience?

4 What pattern have we learned from that experience?

5 What process or framework can we show?

6 What external validation do we have?

7 What result can we explain with context?

8 What can we teach before asking for the sale?

REWRITE EXERCISE

Take one of your claims and rewrite it using evidence, insight or a process instead of just calling yourself an expert.

Before:

We are experts in _____.

Authority-led version:

Based on our experience, here's what we consistently observe and how we solve it:



Today's action:

Replace one 'we are experts' claim with evidence, insight, or process.