

Becoming Recognized for Your Coaching Expertise

Dorie Clark

dorieclark.com

You're Great at What You Do



So Who Knows About That?



It Seems Like *Everyone's* a Coach...

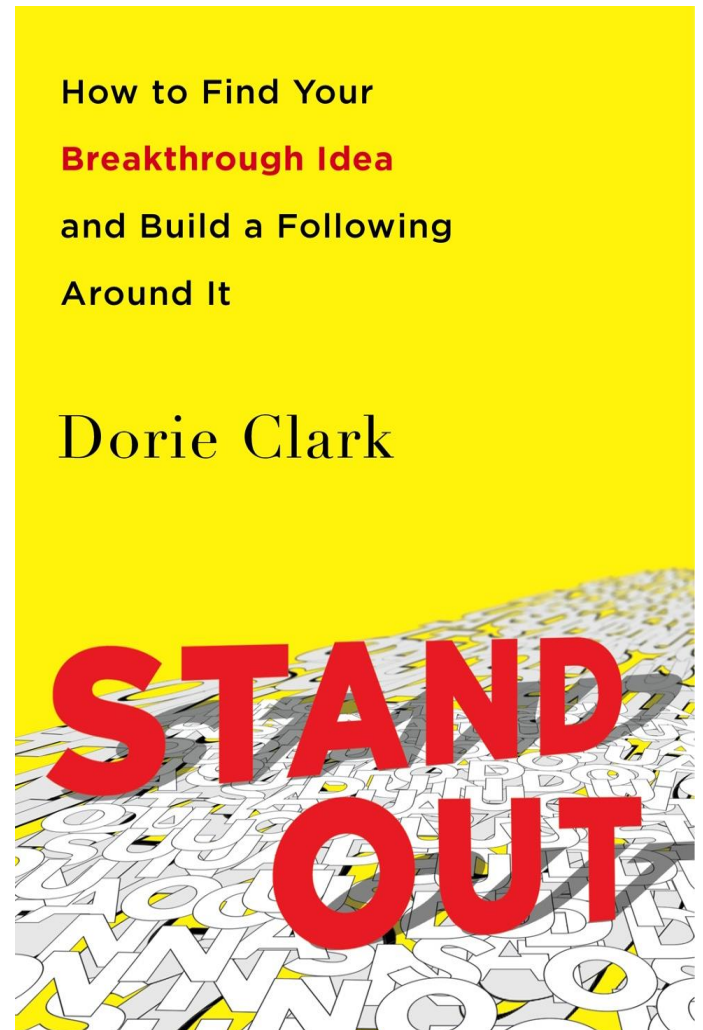
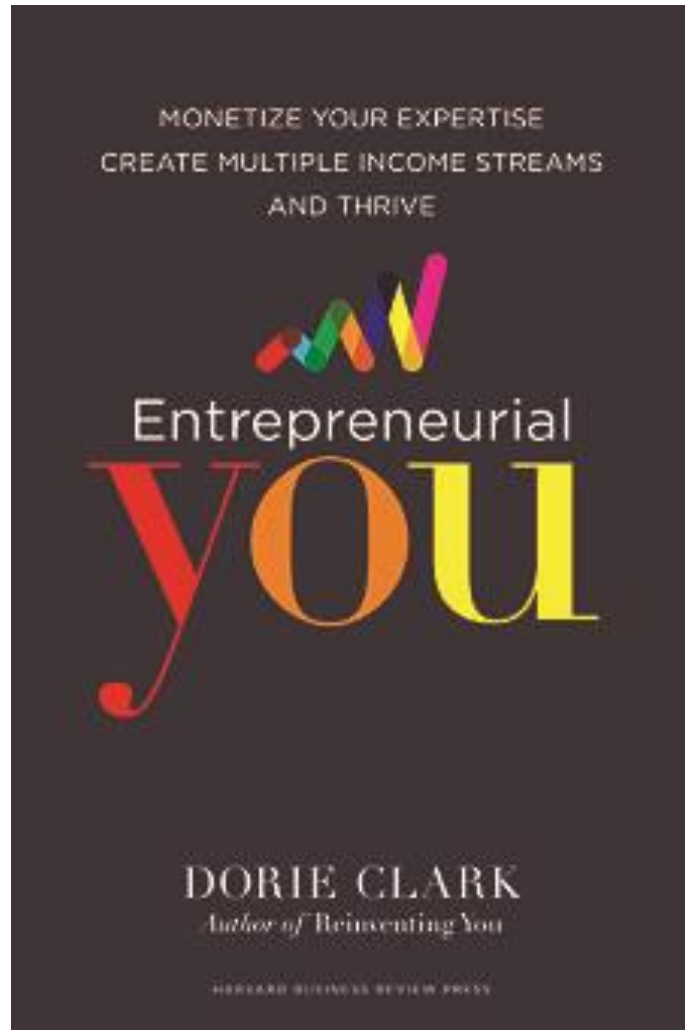


**WHAT'S YOUR BIGGEST CHALLENGE
IN GETTING RECOGNIZED FOR
YOUR EXPERTISE?**

3 KEY COMPONENTS IN BECOMING A RECOGNIZED EXPERT

Content Creation Social Proof Network





dorieclark.com/toolkit

Dorie Clark's Recognized Expert Evaluation Toolkit

Becoming a recognized expert can dramatically enhance your professional life. When others understand your value and seek you out directly, you can choose the clients you want to work with, charge what you're worth, and have a far greater impact on the world.

You no longer have to constantly be in 'sales mode.'

Instead, opportunities start coming to you.

There are three elements to becoming a recognized expert:

- **Creating Content**
- **Establishing Social Proof (i.e., credibility)**
- **Building Your Network**

The Obstacle



Me, a Recognized Expert?



Jennifer Fondrevay ► Recognized Expert Course Discussion Group



8 hrs ·

This entry goes to any REXer who joined this group thinking "Holy Cow!?! Who am I to be joining this group! Everyone is soooo accomplished." I jokingly said to **Dorie Clark** I feel like the kid sitting in the back of the class who feels so far behind she just shoots spitballs (comments) at people when she muscles up the courage to do so. As a former Corp Marketing Exec I am proud of what I achieved but this whole become an expert in a new field and stand out thing?



Jennifer Fondrevay ► **Recognized
Expert Course Discussion Group**



8 hrs ·

But 2.5 years into this and I am now consistently seeing the word "expert" attached to my name as it relates to M&A consultancy. It feels crazy. I did everything Dorie said with encouragement from this group and it worked! Thanks to so many here I've been in HBR and Forbes, I've guested on 20 podcasts, been a HARO contributor and a sought after source (yes, sought after!) for a variety of publications writing about the Human Capital side of M&A and I am now being hired as a keynote speaker on the topic.

Change Management

After a Merger, Don't Let “Us vs. Them” Thinking Ruin the Company

by Jennifer J. Fondrevay



Jennifer Fondrevay shared a link.



4 hrs

Greetings REXers!

(and Glenn Johnson-Mussad I will add this to your small victories round up).

I am pleased to share that fellow REXer Diana David and I co-authored an article that Inc. magazine published. AS we gave each other advice on how to grieve while managing our business, we determined other solopreneurs would benefit from the same advice.

... [See More](#)



INC.COM

How to Grieve and Still Run Your Business During Covid-19

Moving forward and taking care of yourself and your business after a...

NOW WHAT

A Survivor's Guide for Thriving Through
Mergers & Acquisitions

JENNIFER J.
FONDREVAY

Foreword by Dorie Clark, best-selling author of *Entrepreneurial You*

Do I Have to Become “That Guy”?





The Client Is Pulled to You...

CONTENT CREATION

LinkedIn



The graphic is split into two main sections. On the left, a portrait of Darin Rowell EdD is shown against a green, blurred background. In the top left corner of this section is a logo consisting of a stylized sun or starburst with the text 'Darin Rowell EdD' next to it. On the right, a dark grey background contains the 'in Live' logo in the top right corner. The main title 'Leadership and the Self-Directed Life' is centered in white, bold text. Below it, 'LinkedIn Live Series' is written in orange. The host information 'Hosted by Darin Rowell' and 'Executive and Team Success' is in white. At the bottom, an orange rounded rectangle contains the date and time 'Wednesday, September 9th 11:30 am - 12:00 pm CT' in white text.

Darin Rowell EdD

in Live

**Leadership
and the
Self-Directed Life**

LinkedIn Live Series

Hosted by
Darin Rowell
Executive and Team Success

**Wednesday, September 9th
11:30 am - 12:00 pm CT**



▶ ⏸ 🔊 6:39 / 15:44



Why There's So Much Conflict at Work and What You Can Do to Fix It | Liz Kislik | TEDxBaylorSchool

182,651 views • Jan 16, 2018

👍 1.7K 💬 117 ➦ SHARE ≡+ SAVE

High Profile Publications



Dirk Schroeder shared a link.

22 hrs · 📌 Articles Published!

My first HBR article was published today! Thanks to Dorie Clark and Rebecca Zucker for their input, feedback and guidance. I learned a lot through the process and will be sharing a few insights with this group shortly. Enjoy!



HBR.ORG

Turn Your Covid-19 Solution into a Viable Business

Four steps to make a lasting impact — and capture lasting growth.



You, Ron Carucci, Nihar Chhaya and 45 others

29 Comments



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e

Photo: Henry Be via Unsplash



Neri Sillaman shared a link.

👤 New Member · 2h · 🗨️



Hello everyone, just to share a small (a big win for me), I have just published my very first Medium article, and it was thanks to [Alisa Barcan](#) who very generously took time to speak with me yesterday, and share invaluable information. I am so grateful to have found this group, thanks to [Dorie Clark](#), of course. As I shared with Alisa yesterday as well, it is very rare to have such a supportive and helpful group. Thank you Alisa, Dorie, and everyone!



[LINK.MEDIUM.COM](https://link.medium.com)

How to Create an Iconic Fashion Brand

One of the most intriguing questions to me is understanding an...

Podcasting



OTS 158: Bob Burg
The Essence of Influence
August 20, 2019



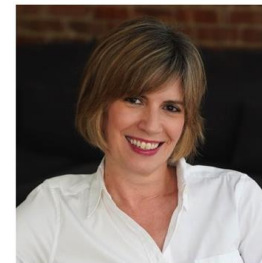
OTS 157: Stacey Copas
Radical Resilience
August 13, 2019



OTS 156: Kathy Klotz-Guest
Serendipitous Encounters
August 06, 2019



OTS 155: Bill Cates
Referral Culture
July 30, 2019



OTS 154: J. Kelly Hoey
Train Your Assassins
July 23, 2019



OTS 153: Desheen L. Evans
The Footprint to Follow
July 16, 2019

**WHAT'S YOUR AREA OF COACHING
EXPERTISE?**

SOCIAL PROOF

greatest risk of all – complacency.

“

*“Constance is the secret weapon
for companies in crisis”*

Joe George

Senior Vice President, Cox Automotive

”





Bob Glaze shared a link.

9 mins

Very excited to have been quoted in USA Today. Thanks to Dorie, I responded to a request on HARO and it worked!!!



These are the most outrageous travel fees

Shouldn't airlines, hotels and other travel companies charge a fair price for a complete product?

USATODAY.COM

Guest Lecturing



Dayna Del Val

4d



Gena Cox was the first of many REXer guest speakers to my college course tonight, and the students were appropriately wowed. They said things like, "She addressed almost every question." "You can tell she's good at encouraging others!" "She was super composed. I was super impressed how she could improvise and keep being so engaging." "She was able to relate to us regardless of her differing career." And they are right. Thank you Gena for starting the guest speakers off on such a fabulously high note!



DORIE CLARK

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AS SEEN IN



NETWORK



↓ RESTROOMS ↓

EXIT

allivra

allivra



Natalie Siston

July 16



This is some REXer determination!! We had our welcome session tonight.

Prina Shah - signing in from Perth, Australia at 7:30am ☕

Japar Shamshiev - all the way from Spain at 1:30am!!! 🌃

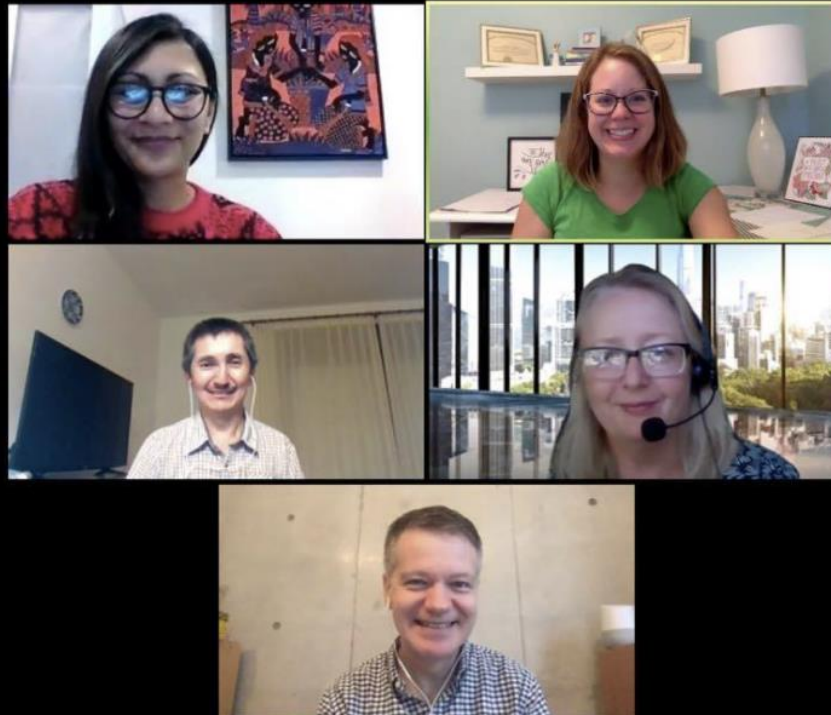
Ludmila Praslova - about to call it a day in California at 4:30pm 🌞

Darren Menabney - getting his day started in Japan at 9:30am 🇯🇵

With host **Natalie Siston** - glad my daughters didn't have a bedtime meltdown at 7:30pm in Ohio, USA 😊

These are all amazingly accomplished human beings - expertise in emotion intelligence, neuro diversity, Astro physicist turned global culture expert, and immunologist working with antibodies. 🧠 🏆 🌟

Dorie Clark - REXers are truly going to change the world! Thank you for bringing us together. 🌍 🌍



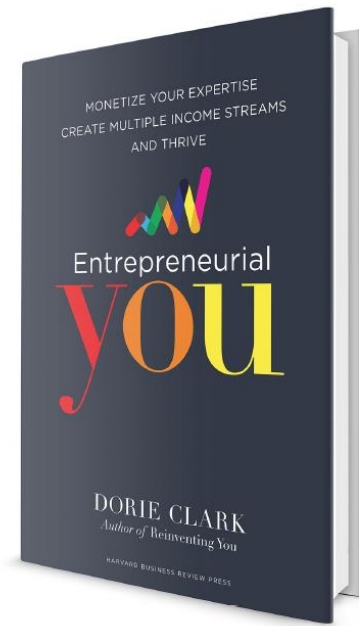
Networking

How to Host a Virtual Networking Event

by Dorie Clark and Alisa Cohn

May 26, 2020

Your
Entrepreneurial You
Self-Assessment



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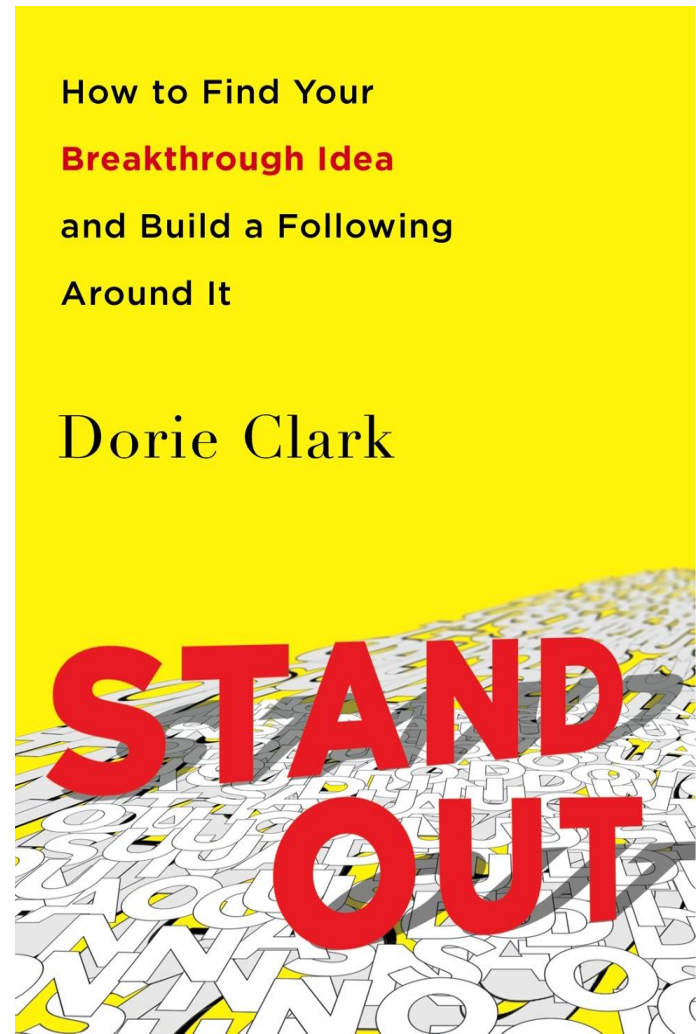
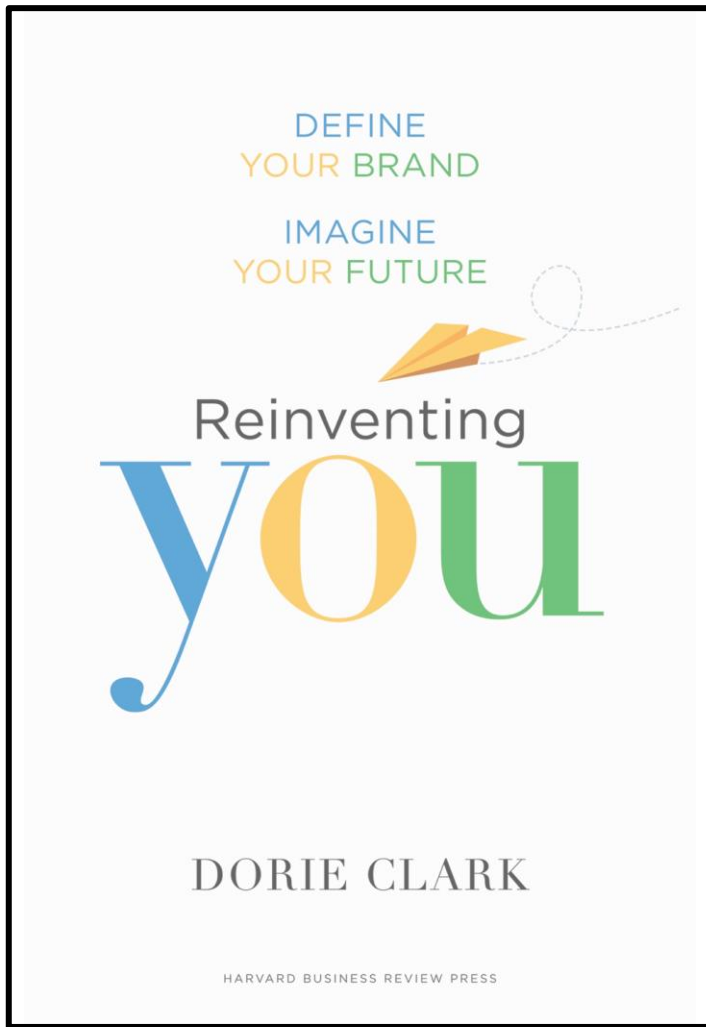
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What Will You Do Differently?





Photo by Emily Morter via Unsplash



dorieclark.com/toolkit