Interreg Co-funded by the European Union
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WoDiLab

SHOW THEM WHY YOU

Discover your authentic credibility and learn to communicate it clearly and confidently.

ACTION CHECKLIST

☐ **Step 1 – Brainstorm your credibility across the 5 anchors**
Generate a wide list of experiences, strengths, results, and signals that build trust in your expertise.

☐ **Step 2 – Narrow your list to the most relevant elements**
Review your ideas and identify the credibility elements that best align with your niche and audience.

☐ **Step 3 – Select your Top 3 Credibility Boosters**
Choose the three strongest factors that clearly answer the question: “Why should someone trust me?”

☐ **Step 4 – Write your 3 Credibility Statements**
Turn your Top 3 credibility elements into clear, specific, and confident statements you can use in conversations or marketing.

Step 1: Brainstorm Your Credibility Anchors

Do not filter.
Do not judge.
Write freely.

Small experiences count.
Informal support counts.
Unpaid experience counts.

1. Proven Outcomes
(Results you achieved or helped others achieve)

Examples:

- measurable improvements
- transformation stories
- specific numbers
- before/after progress

My notes:

2. Trusted Connections
(Who validates you or has trusted you)

Examples:

- testimonials
- endorsements
- partnerships
- leadership roles
- community trust

My notes:

3. Personal Strengths
(Who you are and how you naturally show up)

Examples:

- lived experience
- depth of expertise
- structured thinking
- calm guidance
- strong communication

My notes:

4. Visible Signals
(What people see before they read your words)

Examples:

- professional visual identity
- consistent presence
- organised presentation
- confident delivery

My notes:

5. Lifestyle Alignment
(How your life reflects what you teach)

Examples:

- living the transformation
- embodied values
- aligned work style
- coherence between message and lifestyle

My notes:

Step 2: Narrow Your List

Now review everything you wrote.

Highlight or circle **5–7 elements** that feel:

- Most aligned with your Micro-Niche
- Most meaningful for your target audience
- Most authentic and natural to you

Write them here:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Step 3: Choose Your Top 3 Credibility Boosters

From your shortlist, select the **three strongest**.

These should clearly answer:
"Why should someone trust me to guide them?"

It is strongly recommended that **at least one relates to real outcomes or results**, if possible.

My Top 3:

1. _____
2. _____
3. _____

Step 4: Write Your Credibility Statements

For each of your Top 3, write a short credibility statement.

Keep it:

- Specific
- Relevant to your niche
- Grounded in real experience
- Clear and believable

Avoid vague phrases like:
"I am passionate about…"
"I love helping people…"

Focus on relevance and credibility.

Examples (for guidance only)

• *"Over the past three years, I have helped more than 40 women structure and launch their first online course."*
• *"I built my own freelance business from zero while working full-time, and now guide other women through the same transition."*
• *"As a certified nutrition specialist with 8 years of experience, I've worked with clients struggling with hormonal imbalance."*
• *"My background in project management allows me to break complex ideas into clear, practical steps."*
• *"After personally navigating burnout and rebuilding my work structure, I now support others in designing sustainable business models."*

Notice how each statement:

- is specific
- connects directly to the course topic
- shows relevance
- builds trust

Credibility Statement 1

Credibility Statement 2

Credibility Statement 3

Milestone Submission

For this lesson, submit:

- Your Top 3 Credibility Boosters
- Your 3 Credibility Statements

Add them to your **WoDiLab Milestone Tracking Document** and tag your mentor.

This is not about perfection.
It is about clarity.

Credibility is not about being impressive.
It is about being believable for your audience.

When trust becomes clear, decisions become easier.