BUSINESS ADVISORY LAUNCH PROGRAMME · ESTABLISH AUTHORITY AND PROOF

Authority stack checklist

The bio, credentials and proof that stand in for a regulator's badge.

01 Your bio

Capability narrative only. No fabricated ROI or client names.

- [ ] Lead with the experience and outcomes relevant to your niche.
- [ ] Connect your background to the client's problem.

02 Optional credentials

- [ ] The CMI Institute of Consulting awards the Certified Management Consultant (CMC).
- [ ] It needs roughly three years' experience plus membership, with recertification every three years.
- [ ] Optional, but a recognised mark. Verify current fees and requirements.

03 Your proof

- [ ] A first genuine testimonial, with permission.
- [ ] A named prior result you can describe honestly.
- [ ] A LinkedIn recommendation.

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Want this authority shown off properly online?

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