

“10 MASTER STEPS TO BUILD AUTHORITY  
BASED ON YOUR BRILLIANCE” CHEATSHEET

*Julie Ann Turner's*

**GENESIS** *of* **GENIUS**

**FASTEST PATH  
TO PROSPER**

# “10 MASTER STEPS TO BUILD AUTHORITY BASED ON YOUR BRILLIANCE” CHEATSHEET

## 1) Share Your Signature Genius

Your most powerful and valuable asset is your own unique brilliance – what I call your SIGNATURE GENIUS - that singular mixture of gifts, talent, intelligence, experience, expertise, perspective and style – that only you can provide.

This is the foundation of your authority – and the good news is, it is already within you, and no one can take it away.

Why do I say your own unique gifts and genius are the source of your authority? Because you were given these gifts to share them, by the highest authority there is – and you are meant to share your unique genius from a place of divinity (not ego). When you do, you claim the authority – and the abundance, in both impact and income – that sharing your gifts is designed to bring you.

In this way, you provide the highest value possible - your unique contribution to the whole – and also position yourself to receive high value in return for sharing what only you can provide.

Sharing your Signature Genius in a myriad of creative forms or work(s) (as in “works of art” – the different ways you express your unique gifts and genius) – then, not only positions your authority and authentic voice in the world, but also sets you apart as your unique brilliance stands out and shines.

As I teach in my international bestselling 3-book series [GENESIS OF GENIUS](#), sharing and packaging your unique genius and gifts – what I call [your Signature Genius - is THE FASTEST path to prosper today ...](#) and is now becoming the only way to prosper, in a world that now automates or outsources anything that does not require higher thinking, imagination and innovation.

Claiming, packaging and sharing your SIGNATURE GENIUS is THE FASTEST WAY – and now, the ONLY WAY - you will prosper at the highest level - in this globally connected world. When you do so, you will stand out, excel – and bring the greatest value – and begin to build your own unique “Body of Work.”

From this powerful standpoint, you already have the unique gifts, genius, and authority. All you need to do is express it.

## 2) Express Your Singular Message

This second key organically flows from the first– in that, when you are sharing from your Signature Genius, you naturally share a unique message – the body of wisdom you have gathered and integrated, the stories and transformations you have experienced and now embody (and have guided for others), and the style of expression that flows naturally through you – that powerful message you are here to share with the world.

Often, the easiest way to recognize it is simply to ask yourself: “What is the ONE TRUTH I want the world to know?”

That truth forms the core of your singular message – and all the other related concepts, principles, stories, questions, activities, tools and methods, sequences and systems for transformation cluster around that core message. As that happens, a natural order emerges – and you begin to see 3, 5 or 7 key clusters or main points (“the planks in your platform”) organically emerge that constitute your master message.

Once again, as you capture and begin to share this singular message – in a unique, clear, consistent, and compelling way – it sets you, your voice and your work(s) apart – and your brilliance and authority is undeniable.

## 3) Create Valuable Experiences

Most people think the most valuable thing they share is information; however, no matter how unique your information is, it will never be as valuable as creating and sharing experiences. There is a huge difference in value between *information* and *transformation*. Transformation results in actual life change – tangible, invaluable outcomes – and this rarely takes place through information only ... it almost inevitably takes place through multidimensional, multisensory experiences – where people are actively engaged in activities that actually apply the information. Most people, even if they are clear on their master message, tend to focus only on sharing their content – rather than facilitating transformational experiences. However, your authority – and your income - is amplified exponentially when you guide invaluable transformational experiences. People invest heavily in life-changing experiences – and they trust your authority when you can deliver them.

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## 4) Love Your Audience

It goes without saying that you must know your audience – those who resonate with what you believe, the philosophy you share, the message and story you express, and the transformational movement you are guiding.

In his [landmark TEDx talk](#), Simon Sinek expresses it powerfully: *“People don’t buy what you do – they buy why you do it.”*

But those who seek to lead with brilliance and authority will go far beyond merely knowing their audience – they will truly love, deeply understand and consistently honor those who come into their community.

Again, the most common mistake made is when leaders focus only on themselves, and their greatness. Instead, the most powerful authority – and loyalty – emerges from recognizing, honoring, and guiding the greatness out of, your audience.

## 5) Embrace Your Thought Leadership

Before others will even begin to acknowledge your authority or see your brilliance, you must first embrace your own thought leadership – you must be grounded in the value of your own message and of the transformation you provide.

Only then will you be able to articulate that value - and package and profit from sharing it. As Marianne Williamson says: *“Your playing small does not serve the world. We were born to make manifest the glory of God that is within us. It is not just in some of us; it is in everyone and as we let our own light shine, we unconsciously give others permission to do the same.”*

## 6) Be Bold

Take the initiative to let your voice be heard and your vision to be shared. When we wait to be “discovered,” we’re actually leaving our destiny to chance. And that has potentially tragic consequences, not only for all those our GENIUS is uniquely designed to help –but also for our selves and our families, who are also waiting to benefit from the prosperity that sharing our genius is meant to bring us. And why wait to be chosen - when your GENIUS is already within you?

## 7) Amplify Your Voice

It’s easier than ever before to share your GENIUS and amplify your voice and message - via the Internet - in the history of the planet. You can easily and virtually instantly start claiming your authority, boost your visibility and share your message globally via technologies such as teleseminars/webinars, podcasts, etc. – and you don’t have to wait to be discovered or even invited. If you’ve been waiting (for any reason – fear of “technology,” lack of confidence, etc.), claim today as your day to start. Yes, that’s right. I’m saying start today to craft and share your own webinar, podcast, video series or telesummit. There’s no faster path to the top. And, of course, the same goes for sharing your message by writing – from social media, to blog posts, to your own book or book series – amplifying your consistent, compelling voice builds your authority platform.

## 8) Leverage Authority

One of the swiftest accelerators to greater visibility, especially as you’re starting out, is to “borrow authority” – in other words, identify those who already have a following among your ideal audience, connect with them and contribute value to them first, and then leverage opportunities to align your voice with theirs – through speaking on their telesummits, their podcasts, their stages. Simply having them introduce you to present your own message bestows their authority on you.

## 9) Gather Your Tribe

Every one of these steps will “call in your tribe” – so be ready to craft welcoming, engaging experiences at every entry and touch point as you’re inviting new followers into your community. Then, be sure to create spaces and ongoing experiences to connect your tribe members to one another – and you’ll quickly build momentum that will grow from within.

## 10) Structure Your Brilliance

The single most profitable step to claim your authority and unique platform – your global identity and brand – is to capture and structure your unique Body of Work into the signature system or sequence you use to guide people through the life-changing transformation you provide. Once you package and share your own Signature System (encompassing your genius), your profitability will skyrocket – as you’re (finally) compensated at the level worthy of the value only you can provide.