

Seven things people with authority avoid saying.

Authority is not claimed in a bio. It is built or broken in a sentence.

01

Avoid explaining credentials to justify an opinion.

AVOID

"I've been in this industry for 20 years, so..."

SAY INSTEAD

"Here is what the evidence shows."

02

Avoid softening a position to dodge disagreement.

AVOID

"That's just my perspective, but maybe..."

SAY INSTEAD

"This is the structural problem. Here is why."

03

Avoid apologizing for taking up intellectual space.

AVOID

"Sorry if this is obvious, but..."

SAY INSTEAD

"Most people miss this. Pay attention here."

04

Avoid over-explaining to fill silence.

AVOID

"What I mean is — let me clarify — basically..."

SAY INSTEAD

Say it once. Clearly. Let it land.

05

Avoid asking permission to have a strong opinion.

AVOID

"Would it be okay if I pushed back on that?"

SAY INSTEAD

"That's the wrong frame. Here is a better one."

06

Avoid making availability sound like generosity.

AVOID

"I'm happy to get on a call whenever works for you."

SAY INSTEAD

"I have Thursday at 10 or Friday at 2. Which works?"

07

Avoid dressing up uncertainty as humility.

AVOID

"I could be wrong, but I think maybe the issue is..."

SAY INSTEAD

"The issue is X. The evidence points here."

The gap between what you know and what the world recognizes is not a marketing problem. It is a clarity problem.

— Jean Dorff

Go to www.theauthoritybridge.com