# **How to Show-Up In Your Industry Like A Player**

The most important thing you can do to up your credibility and status in your industry is demonstrate value. Whether you are trying to position yourself for ideal, high-paying clients or for the attention of major influencers, you must come across as someone who can perform.

Below are my top tips for becoming a star in your industry.

1. **Look the part.** You must have a polished presence online, period. We live in a digital world and any time you are introduced to a new person or audience, they will be checking you out online. You must have a cohesive visual brand presence that screams “authority.” Make sure you have high-quality professional pictures of yourself on your website and profiles and that your branding is consistent across all platforms. If you want to be taken seriously, you have to look sharp and professional even if you have a more relaxed brand
2. **Be visible.** Again, people will be looking for you online. If you don’t have a footprint, your street cred will be highly diminished. Of course, this will grow as you grow in business and as your time and budget allow. However, if you really want to be an influencer, you MUST become known. This means posting on social media, writing articles, getting published, doing interviews, speaking and networking. You must create a public presence. The more people who know you or know of you, the strong your network and the bigger your influence. This is crucial and is something you should be working on all the time. And please stay consistent. It is better to post a little less frequently and show up regularly than to go gang busters and then disappear. You want to build credibility and trust.
3. **Be a giver.** You must demonstrate value and show up as someone who is generous. The more you give, the more you will benefit. It’s the law of reciprocity. This is especially true if you are trying to approach someone who is more established than you. Give, give, give, give and give some more and THEN ask. If you can prove yourself of value to them, they will be much more likely to grant you access. This value can be in the form of creating and sharing content, being a power connector who makes important introductions for people, giving value in online groups by making the host look good or even passing along opportunities and tips for people that might really benefit their brand. There are many ways to position yourself as a high-value expert, but they all start with giving.
4. **Own your value.** Do NOT cow-tow. The last thing you want is to appear desperate. Do not harass people, do not lower yourself or defer to someone else. Come to the table to play. This means both demonstrating value AND demanding value by charging what you are worth and not discounting your pricing.
5. **Swim with the sharks.** If you want to raise your game, you must surround yourself with people who are also playing to win. This mean going to events where influencers and ideal clients are hanging out. You may have to dedicate more time and money to travel out of your immediate area, but if you are intentional and strategic, the effort is well worth it. Just being around big players will inspire you to raise you game. On the other end, ditch encounters that offer no room for growth or make you feel self-conscious about your bigger aspirations. Negative, small-minded and critical people will do more damage to your progress than just about anything else.
6. **Take bold actions.** You have to be willing to step out of your comfort zone to get the things you really want. If you don’t, you will continue to get the kinds of results you have now. Give yourself an assignment of one bold action a week or month, something that will have a real impact on your progress and make it specific. For example, “I will call \_\_\_\_\_\_\_\_\_\_\_ by April 30th.” Or “I will apply to speak at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_conference by June 1st.” And then DO it. Remember, you can feel safe or you can be successful, but rarely do those things go hand in hand.
7. **Do your research.** If you want to approach someone who is further along than you, you want to know as much as possible about them so you can a) give real value to them and b) show you are truly interested in them and their work and are not just trying to use their influence for your benefit. By doing your research, you will better understand how to position yourself in relationship to that person AND learn about their world and the other players in it with whom you might also want to connect.
8. **Be BOLD about proclaiming your point of view.** Becoming known as a thought leader is one of the very best ways to gain attention and authority. Not everyone is going to have the courage or the forethought to express what they truly believe in a strong, provocative way. Doing this will separate you from the crowd and definitely position you as a leader. Eventually, you’ll create buzz and start getting invitations to play at bigger and more prestigious tables.
9. **Nurture a powerful mindset.** It takes a lot of mental fortitude to be a resilient leader. If you allow negativity to pollute your mind, it will knock you off your game. You must be vigilant about nurturing your positivity and grounding into your personal power. Use affirmations, read inspirational texts, listen to podcasts, speakers or watch shows that lift you up, meditate, get enough rest etc. Basically, do whatever you need to do on a *regular* basis to keep your mind in the power zone and you will soar!