

# BRANDING AUTHORITY ACADEMY

CORE IMPLEMENTATION RESOURCES

**PHASE 4**

**INFLUENCE &  
AUTHORITY  
BUILDER**

**PHASE 4 RESOURCE**

# LWA

---

## STRATEGIC PARTNERSHIPS

### LIST 10:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

# LWA

---

## AUTHORITY OPPORTUNITIES

- **PODCASTS**
- **SPEAKING**
- **INTERVIEWS**
- **GUEST CONTENT**

**YOUR IDEAS:**

# LWVA

---

## COMMUNITY STRATEGY

### WHERE WILL YOUR AUDIENCE GATHER?

- INSTAGRAM
- LINKEDIN
- COMMUNITY GROUP
- EMAIL LIST

**PRIMARY PLATFORM:**

# LWA

---

## THOUGHT LEADERSHIP

### LIST 10 TOPICS:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.