

The Authority Stack

Seven layers that build recognition, trust, and credibility.

Become the agent people think of, recommend, and turn to for answers. Each layer supports the others. Start with one and build consistently.

7

Published Author

Turn your knowledge into a useful book that supports education, speaking, and conversations beyond your office.

6

Credentials & Certifications

Deepen your expertise with relevant education. Explain what credentials such as RSSA® and CMIP® mean for the people you serve.

5

Preferred Vendor / Paid Community

Explore established local groups where a paid vendor role can create opportunities to build relationships and share your expertise.

4

Website + Google Business Profile + AI Visibility

Create helpful answers people can find online. Keep your website and business profile accurate, useful, and connected.

3

Video Testimonials

With permission, let real people describe their experience. Their own words help others understand what working with you feels like.

2

Google Reviews + Tagging System

Invite honest reviews after genuine interactions. Help your community remember who to tag when someone asks an insurance question.

1

Local Facebook Groups

Show up where your neighbors already gather. Follow group rules, answer questions, and contribute useful local information.

FROM MY OWN BUSINESS

Mere Benefits now has 180+ website pages. The lesson: build around real questions, not a page-count goal.

YOUR FIRST MOVE

Read from the bottom up. Circle the layer that needs the most attention. Choose one useful action you can complete this week.

My layer: _____ My next action: _____

Want to go deeper?

Follow Kate for new resources and future Authority Stack training.

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