



ENCORE AUTHORITY™

A SELF-ASSESSMENT & STRATEGY GUIDE

The Visibility Worksheet™



*Discover where you are — and your next step toward becoming a trusted
authority*

WITH

Randy Powell

FOUNDER, ENCORE AUTHORITY™

A SIGNATURE ENCORE AUTHORITY™ RESOURCE

WELCOME

You Are Not Starting From Zero

You already possess experience, wisdom, and value. Decades of it. The question this worksheet answers is not whether you are qualified — it is whether the people you are called to serve can actually find you.

In the pages ahead you will measure your current visibility, take inventory of your authority, uncover the opportunities hiding in plain sight, name the obstacles in your way, and choose one clear next step for the coming seven days.

Work slowly. Write honestly. There are no wrong answers here — only true ones. And truth is the raw material of every trusted authority.

To your encore,

Randy Powell

FOUNDER, ENCORE AUTHORITY™

“

Visibility isn't about becoming famous. It's about becoming discoverable by the people you're called to serve.

RANDY POWELL

WHAT YOU'LL DISCOVER

Inside This Worksheet



The Visibility Ladder

The teaching framework: four rungs from Hidden to Invited.



Your Visibility Score

A six-point self-assessment that shows exactly where you stand today.



Your Authority Inventory

Guided prompts that surface the expertise people already seek you out for.



Hidden Opportunities

Eight visibility channels — and which two you should claim first.



Obstacles & Action Plan

Name what's stopping you, then commit to one 7-day next step.



A 30-Day Visibility Challenge

A simple daily grid to turn insight into momentum.

YOUR JOURNEY THROUGH THIS WORKSHEET

1

Assess

2

Inventory

3

Opportunities

4

Obstacles

SECTION

OI

TEACHING FRAMEWORK

The Visibility Ladder

“

People cannot refer, hire, or follow someone they cannot find.

RANDY POWELL

TEACHING FRAMEWORK

Four Rungs From Hidden to Invited

Every trusted authority climbs the same ladder. Locate yourself honestly — the exercises in this worksheet are designed to move you exactly one rung at a time.

HIDDEN

01 Your expertise is real but private. Only close colleagues know what you can do.

DISCOVERABLE

02 You can be found. Your profile, message, and story clearly say who you serve.

TRUSTED

03 You are known for something. People quote you, refer you, and seek your take.

INVITED

04 Opportunity comes to you — stages, podcasts, clients, and collaborations.

**COACH'S CORNER**

Most accomplished professionals are stuck on rung one — not because they lack value, but because they mistake modesty for humility. Humility serves. Hiding doesn't.

— RANDY POWELL

SECTION

02

REFLECTION EXERCISE

Your Visibility Score

“

You can't improve what you refuse to measure.

RANDY POWELL

REFLECTION EXERCISE

Rate Yourself Honestly

Score each statement from 1 (rarely true) to 5 (consistently true). Circle the number, then total your score on the next page.

People know exactly what I do.

(1) (2) (3) (4) (5)

People understand who I serve.

(1) (2) (3) (4) (5)

I regularly receive referrals.

(1) (2) (3) (4) (5)

People see me as a trusted expert.

(1) (2) (3) (4) (5)

People invite me to speak or teach.

(1) (2) (3) (4) (5)

People can easily find me online.

(1) (2) (3) (4) (5)

My total visibility score:

out of 30

“

Honest numbers are the beginning of every honest breakthrough.

RANDY POWELL

READING YOUR SCORE

What Your Number Means

6 – 12**HIDDEN TREASURE**

Your value is real but invisible. Start with clarity: your authority statement and one visible platform.

13 – 20**EMERGING AUTHORITY**

You're being noticed. Consistency is your multiplier — one channel, one message, every week.

21 – 26**TRUSTED VOICE**

Referrals and recognition are flowing. It's time to teach at scale: webinars, stages, and media.

27 – 30**INVITED EXPERT**

Opportunity finds you. Steward it — build community and lift others as you climb.

What surprised me about my score:

The one statement I most want to move from a 2 to a 4:

SECTION

03

REFLECTION EXERCISE

Your Authority Inventory

“

Your experience is an asset. Unwritten, it's an heirloom nobody inherits.

RANDY POWELL

AUTHORITY INVENTORY

Name What You Know

Authority begins with an honest accounting of what you carry. Answer in full sentences — these words will become your bio, your posts, and your introductions.

My greatest expertise is...

People consistently ask me for help with...

The transformation I create for others is...

**COACH'S CORNER**

If you struggle here, borrow other people's eyes: ask three colleagues what they'd call you the go-to person for. Their answers are data.

— RANDY POWELL

AUTHORITY INVENTORY

The Stage Introduction

Imagine you are about to be introduced on stage to the exact audience you most want to serve. The host has thirty seconds. Write the introduction you would be proud to hear.

“Please welcome someone who...” — write your ideal introduction:

Which parts of that introduction are already true — and which are goals?

“

Write the introduction first. Then live your way into it.

RANDY POWELL

SECTION

04

REFLECTION EXERCISE

Hidden Opportunities

“

You don't need every platform. You need one platform, fully claimed.

RANDY POWELL

HIDDEN OPPORTUNITIES

Eight Channels To Be Found

Check every channel you are currently using. Star the two that best fit your strengths and audience — those become your focus for the next 90 days.

☐ ★ **LinkedIn**

Where professional audiences already search for expertise.

☐ ★ **Speaking**

Rotary clubs, associations, conferences — rooms full of your people.

☐ ★ **Networking**

Strategic relationships, one coffee at a time.

☐ ★ **Podcasts**

Guesting puts you in front of borrowed, trusting audiences.

☐ ★ **Webinars**

Teach at scale and gather your own audience.

☐ ★ **Articles**

Written authority compounds and gets shared.

☐ ★ **A Book**

The ultimate credibility asset for your encore chapter.

☐ ★ **YouTube**

REFLECTION EXERCISE

What's Really In The Way?

Every hidden expert is hidden for a reason. Check the obstacles that apply to you — then write what each one has cost you. Naming the cost breaks its grip.

- ☐ Fear — of judgment, rejection, or being 'too much'
- ☐ Perfectionism — waiting until it's flawless — so it never ships
- ☐ Lack of clarity — unsure what to say, to whom, or where
- ☐ Waiting — for permission, an invitation, or 'the right time'
- ☐ No strategy — activity without a plan that compounds
- ☐ Other — name it honestly below

My biggest obstacle, and what it has cost me so far:

What becomes possible when I move past it:

**COACH'S CORNER**

Courage is not the absence of fear. It's the decision that your calling matters more than your comfort.

— RANDY POWELL

SECTION

05

REFLECTION EXERCISE

Your Encore Chapter

“

Retirement was the intermission. This is the encore.

RANDY POWELL

VISION

Write The Next Chapter

Visibility only matters if it's pointed somewhere. Describe the encore chapter you are building — in the present tense, as if it's already true.

My Encore Chapter will become...

The people I serve are...

When they find me, their lives change because...

“

The best chapters are written by people who decided the story wasn't over.

RANDY POWELL

COACH'S CORNER

Field Notes From Randy



COACH'S CORNER

Visibility isn't about becoming famous. It's about becoming discoverable by the people you're called to serve.

— RANDY POWELL



ON YOUR SCORE

Your score today is a starting line, not a verdict. Every rung of the ladder is climbable in a season — I've watched it happen hundreds of times.

— RANDY POWELL



ON FOCUS

Pick one channel and one message. Depth beats breadth every single time in the authority game.

— RANDY POWELL



You are one honest, visible act away from the people who have been looking for you.

RANDY POWELL

ACTION PLAN

Your Next Seven Days

Insight fades; action compounds. Choose one specific, finishable action you will complete in the next seven days — then make it real below.

My next action in 7 days is...

I will complete it by (date & time):

The first small step I'll take within 24 hours:

Who I'll tell so it actually happens:

MY 7-DAY MICRO-TRACKER



Day 1



Day 2



Day 3



30-DAY CHALLENGE

One Visible Act A Day

For thirty days, do one small visible act daily — a post, a comment, a call, a thank-you, a teaching moment. Note it in the box and fill the circle. Visibility is a practice, not an event.

01	02	03	04	05	06
07	08	09	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30

Tip: streaks matter more than intensity. If you miss a day, never miss two.

NEXT STEPS

Keep The Momentum

You now know your score, your story, your channels, and your next step. Here's how to keep climbing the ladder:

- ☐ **Complete your 7-day action.**
Then immediately choose the next one. Momentum loves a queue.
- ☐ **Re-take the Visibility Score in 30 days.**
Watch the number move — measurement fuels motivation.
- ☐ **Claim your two focus channels.**
Update your LinkedIn today; book your first speaking or webinar slot this month.
- ☐ **Share your results.**
Tell someone what you discovered here. Spoken goals become real goals.
- ☐ **Go deeper with Encore Authority™.**
The invitation on the next page is where your climb accelerates.

“

Somewhere, someone is praying for exactly the help you've been hiding.

RANDY POWELL



AN ENCORE AUTHORITY™ INVITATION

Your Encore Chapter Starts Now

You were not meant to shrink in this season — you were meant to serve from it. Here are three ways to keep building your authority with Randy Powell.



VISIT ENCOREAUTHORITY.COM

Explore free resources, upcoming webinars, and the full Encore Authority™ library.



JOIN THE ENCORE AUTHORITY™ MASTERMIND

Surround yourself with accomplished peers building visible, meaningful encore chapters.



BOOK A COACHING SESSION WITH RANDY

Get personal guidance on your authority story, positioning, and 90-day visibility plan.



SCAN TO VISIT

EncoreAuthority.com