

JB's Three-Part Reputation Formula

Chapter 6: Reputation

When I think back to my early days in this industry—when I had to beg for any opportunity, no matter how small; when I was giving free talks to six people in aerobics studios and small breakout rooms—I feel both gratitude for the amazing things that are now simply dropped into my lap and a genuine awe for how powerful something as nonquantifiable as “reputation” can really be.

While I do think it’s hard to pin down all the factors that help create this kind of professional reputation, I believe my own formula has been made up of these three parts.

PART 1

Earn a set of unimpeachable credentials.

PART 2

Do great work, celebrate others’ great work too.

PART 3

Show up as a respectful, trustworthy, and consistent human being.

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book