

CREDIBILITY

—NATION™—

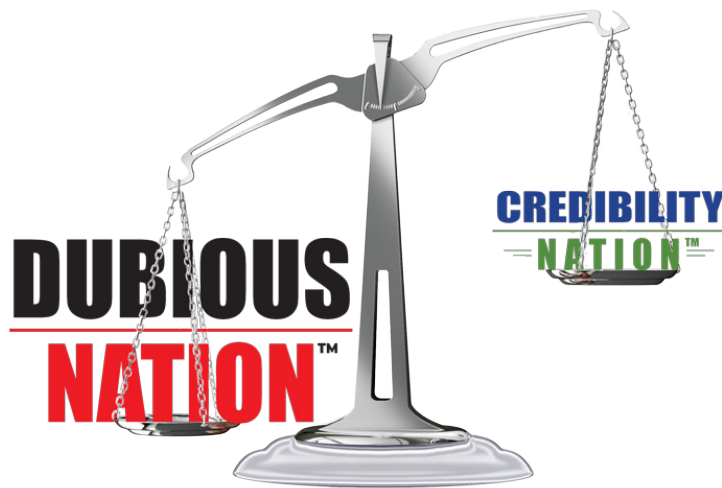
**For Professionals
Who Want to be Seen as
Credible**

Mitchell Levy

Global Credibility Expert

An Actionable Credibility Journal

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Credibility Nation Pledge:

I pledge to live credibly every day without hate in my life.
I strive to be a good human and make this a better planet
for myself, my family, and for other people's families in this
generation and the next.

Testimonials

On Mitchell as a Human:

"It's not often that you can meet someone that gives you the space to really tap into your own power and Mitchell Levy does that. He's an extraordinary human being."

~ **Lisa Mininni**

"I actually felt like I mattered . . . like I was a real person, a real human, and not just someone else that was going to go on and be interviewed before another person and another person to follow. And that made it a very special moment for me."

~ **Nicola Hunt**

"Mitchell understands how to help people to be better and gives you that valuable feedback. I don't believe that Mitchell leads anyone down the road of any sort of projects that doesn't have your best interest in mind." ~ **Dr. Jeffrey Magee**

"I gotta tell you, Mitchell is one of the coolest guys you'll ever sit down with . . . He's fun to work with, easy to talk with . . . I've had a lot of fun here in these past few minutes and I'm excited about continuing to work with him." ~ **Timothy Jones**

"Mitchell Levy is one of my favorite people. He's extremely smart, compassionate, generous with his time, a master marketer and promoter. And I always love talking and working with Mitchell." ~ **Wendy Marx**

On Credibility:

"In today's world, we all need to work on our credibility and Mitchell Levy, I was with him for what? Four minutes? And he helps me see the way I do my work in a totally different way that I'm gonna take with me." ~ **Cali Yost**

"Mitchell Levy is an excellent consultant when it comes to helping you think about your thought leadership, your credibility, your brand, all of the above." ~ **Melissa Lamson**

"I would say Mitchell Levy is the man with the dope hat and the best Credust in the world. As the Global Credibility Expert, he's helping all his clients to get in front of the right people and be seen and heard by the right people. And most of all, create that clarity and intensity of connection." ~ **Ellen Moore**

"What I love about Mitchell Levy is he is an absolute seventh dan black belt on understanding and implementing one of the most corporate principles of influence, and that is to become influential and credible in your own right." ~ **Teresa de Grosbois**

"I just spent a few minutes with Mitchell Levy. We were shooting a credreel, and this man is a genius when it comes to spreading your Credust and obtaining credibility. This video presentation, he just put together four key questions that help you and help others understand who you are and help you get a laser of focus on where your credibility lies."
~ **V. Lee Henson**

On Clarity:

"Mitchell Levy is Mr. Clarity, and I can tell you he's one of the best that I've seen because he gets it quickly. And he speaks with perfect clarity. He walks his talk." ~ **Gary Hernbroth**

"Just had a fantastic interview with Mitchell Levy about my CPoP, my customer point of pain. Mitchell's got a really, really nice sense of what messaging is gonna work well. Like, 'let's clear out all the crap' and get you really focused on these six words that are gonna get people's attention and connect with your target audience." ~ **Susan Thompson**

"I really want to thank Mitchell Levy because I recognize the importance of being able to present myself to others in a way that's succinct and really gets me across . . . And Mitchell has really been helpful in guiding me to be succinct, to the point, and to be able to get my message." ~ **Norman Wolfe**

"Mitchell Levy gave me more clarity. He shared the kind truth, which I'm always grateful for. You told me what I needed to hear vs. what I wanted to hear so that we could put together a good product out." ~ **Bobby Herrera**

"Mitchell's level of clarity helped me make my message even more clear. Clarity is power, and if you want to clarify your message and you want to have some Credust, he's the master." ~ **Roger Salam**

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Credibility Nation (Book Excerpt)

For Professionals Who Want to Be Seen as Credible

Mitchell Levy



An Actionable Credibility Journal

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Published by THiNKaha®
20660 Stevens Creek Blvd., Suite 210,
Cupertino, CA 95014
<https://thinkaha.com>
E-mail: info@thinkaha.com



First Printing: October 2020
Hardcover ISBN: 978-1-61699-378-8 1-61699-378-2
Paperback ISBN: 978-1-61699-377-1 1-61699-377-4
eBook ISBN: 978-1-61699-376-4 1-61699-376-6
Place of Publication: Silicon Valley, California, USA
Paperback Library of Congress Number:

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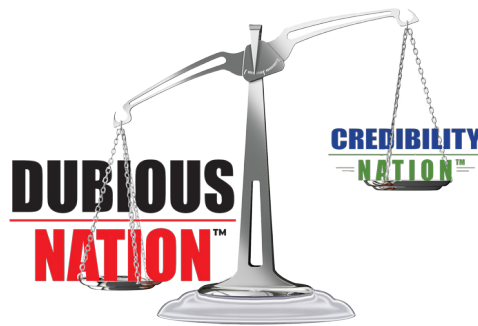
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Book Summary & Introduction

For many years, a silent and important war has been fought between two nations.

On the one side, there's Credibility Nation, which is composed of humans who go about life and their business with credibility and servant leadership. On the other side, there's Dubious Nation, which is composed of humans who live and conduct their business with self-interest as their highest priority.



Dubious Nation is on a winning streak and is vanquishing Credibility Nation a thousand times over. It's shocking to see how many people are forgetting how important it is to live and transact business in a credible way.

I believe that there's still hope. There's still a way for Credibility Nation to win. It definitely won't be easy and it won't happen in a day, but we can do it.

The path toward credibility starts with seeing and acknowledging that the world has changed.

We used to live in a village economy where people did business with a handshake. That was a time when people exchanged goods and services for other goods and services without using money. In that kind of economy, when a proprietor's product didn't live up to expectations, the villagers would either self-correct or ostracize.

After the village economy, we transitioned to and are now in the industrial age. Didn't we leave the industrial age and move into the Internet age? Sort of, but not really. What we've done is to primarily use technology to extend the processes, rules, and approaches to business and life that were developed in the industrial age.

The industrial age is a time where power and status are everything. The higher you rise on the corporate ladder, no matter what means you took to get there, the more successful and happier you become. The industrial age is dominated by self-satisfaction and self-interest.

Today, we're slowly transitioning to the global village. It is similar to the village economy, with the big difference being our reach. We can now reach and need to be aware of millions of people from around the world.

The keys to success and happiness in the global village are credibility and relationships. Since technology has enabled us to connect with more people, how we live and do business can easily be seen. Thus, presenting ourselves as credibly as we can allows others to want to get to know, like, and trust us.

I wrote this book with the intention of enlightening humanity about what credibility truly is, how important it is as we move forward to the future, and how we can transform ourselves into credible humans.

My hope is that this book will serve as a wake-up call, a reminder, and a blueprint for those who want to join me in this movement toward credibility.

Now, take a look at yourself. Are you more in alignment with Credibility Nation than Dubious Nation? Or maybe it's the other way around.

If you feel like you're more dubious than credible, you're not alone. Don't worry. There's always room for change and transformation. There will always be people who will lend you a helping hand and guide you toward credibility.

The doors of Credibility Nation will always be open to those who are willing and ready to transform themselves into better human beings. It's up to you to take that first step. Will you take it? We need you to be the human you know in your heart you want to be. Please join me in this epic battle against Dubious Nation.

The goal in my lifetime is to tip the scale.

Dedication

I dedicate this book—

To those who wish to be proactive in creating and leaving behind a better way of living—where credible interactions are the norm—for today and for future generations.

To the members of my team and their families who helped make this happen.

To my family because they are the foundation from which I see the world.

Did you take the pledge yet? <https://CredibilityNation.com/Pledge>



Acknowledgements

I have an amazing team and couldn't have done the research and the book without them. I've spent many evenings with Nikka Ann Alejandro on writing and Jenilee Maniti on project management. I also want to thank Nikka, Kharen Basa, and Alfred Ramos for driving the interview process and Cristina Rafol for driving online courses and the membership community.

I want to acknowledge C. Lee Smith (<https://aha.pub/CLeeSmithCred>), who graciously signed up as the first governor of Credibility Nation and who asked that I publish a book on the credibility of salespeople (*SalesCred*, THiNKaha). It was amazingly fun and valuable brainstorming ideas for both books. I'm excited about the contribution that *SalesCred* and *Credibility Nation* will have on the world.

I also need to acknowledge my amazing clients, friends, and family whom I have spent time with while shaping my thoughts. They have all supported me in the evolution of who I am today.

Finally, I would like to thank everyone who has been a part of the credibility interviews. Those mentioned below also agreed to be listed in this book:

Aaron Weller, Achim Nowak, Adam Gordon, Adam Kipnes, Adam Lewis Walker, Adam Torres, Adrean Turner, Adrienne Barker, Ajax Greene, Alain Hunkins, Alan Gellman, Alan Jackson, Alex Melen, Alex Sharpe, Alexanne Stone, Alicia Castillo Holley, Allan Fine, Alyssa Dver, Ande Lyons, Andoni Silva, Andrea Adams-Miller, Andrea Feinberg, Andrea Simon, Andrew Aken, Andrew Izumi, Andy Goldstrom, Angela Proffitt, Angelique Rewersw, Anna Mandell, Anne Beninghof, Anthony Hogan, Anuschka Ollnow, Asha Mankowska, Athol Foden, Avis Jones-DeWeever, Axel Meierhoefer.

Barbara Weaver Smith, Barry Moltz, Belinda Ellsworth, Ben Baker, Ben Gay III, Bernadette Boas, Bernie Borges, Beth Barany, Beth Bridges, Beth Masterman, Betty Lochner, Bill Amirault, Bill Benoist, Bill Coletti, Bill Reed, Bill Wallace, Bob Britton, Bob Geller, Bob Musial, Bonnie Clipper, Brad Friedman, Brandon Dawson, Brenda Christensen, Brenda Cross, Brian Nelson, Brian Olds, Brian Rollo, Brian Schulman, Brian Swift, Brigitte Iarrusso, Brooke Erol, Bryan Mattimore, Byrd Baggett, C. Lee Smith, C. Mike Lewis, Cali Yost, Cami Baker, Carl Friesen, Carl Pritchard, Carl Utter, Carole O'Brien, Carolina Billings, Carolyn Landesman, Chad Cooper, Charlene DeCesare, Cheryl Moses, Chris Bryant, Chuck Garcia, Chuck Hall, Clay Staires, Connie Pheiff, Cornelia Gamlem, Coylette James, Craig Dunkerley.

Dan Goodwin, Dan Riley, Daniel Ramsay, Danny Hadas, Darelyn Mitsch, Dave Kenney, Dave Roby, Daven Michaels, David Bryson, David Finkel, David Fradin, David Goldsmith, David Grebow, David Kauffman, David Lukas, David Meerman Scott, David Polinchock, Deb Beroset, Debbie Hoffman, Debra Sweet, Deborah Dubree, Deborah Krier, Deidra Cox, Devin Johnson, Diane Conklin, Dianna Booher, Dilip Saraf, Dolores Hirschmann, Don Williams, Dorinda Vance, Dorothy Martin-Neville, Doug Harris, Douglas Spencer, Dov Baron, Dr. Doug Firebaugh, Dr. Jane Goldner, Dr. Jeffrey Magee, Dr. John Oda, Dr. Karen Jacobson, Dr. Michelle Reina, Dr. Nekeshia Hammond, Dr. Rachel Headley, Dr. Raman K. Attri, Dr. Susan Duffy, Duane Morrow, Dwaine Canova.

Ed Brenegar, Ed Brzychcy, Elisse Barnes, Ellen Grace Henson, Ely Delaney, Emmanuel Eliason, Eric Kaufmann, Eugene Buff, Evan Dash, Evan Hackel, Felicia Slattery, Flo Falayi, Fred McMurray, Freda Drake, Gary Hernbroth, Genevieve Piturro, George Donald Miller, Gerard Dache, Gilmore Crosby, Gordon Tredgold, Greg Williams, Gretchen Gagel, Helena Demuyneck, Hema Vyas, Holly Duckworth, Holly Green, Howard Fox, Iman Aghay, Ira Ozer.

Jack Malcolm, Jack Monson, Jack Phillips, Jackie Lapin, Jacob Engel, JacQueline, Jake Carlson, Jake Jorgovan, James Hotaling, James Woeber, Jamie Mustard, Jamie Palmer, Jared Brick, Jason Collett, Jason Kanigan, Jason Safford, Jay McKeever, Jeff Barnes, Jeff Butler, Jeff Munn, Jeff Shavitz, Jeffrey Pelletier, Jennifer Fondrevay, Jennifer Hough, Jennifer McGinley, Jennifer Radke, Jennifer Vessels, Jerry Phillips, Jessica Dewell, Jessica Matthews, Jessica Yarbrough, Jim Britt, Jim Janosik, Jim Schleckser, Jim Waszak, Jo Dodds, Jo Moffatt, Jo Skipper, Jodi Daniels, Joe Folkman, John Ballis, John Bartold, John Bates, John Bernard, John Bianchi, John Coles, John Courtney, John Farley, John Sigmon, John Spence, John Vuong, Jon Ferrara, Jon Wuebben, Jonathan Stone, Jory Fisher, Joseph Flahiff, Joseph Ruiz, Joseph Siecinski, Josephine Bellacomo, Josh Elledge, Josh Fonger, Josh Steimle, Judith Briles, Juliet Easton, Justin Hibbard, Justin Lokitz, JV Crum III.

Kaelen Reverse, Kami Huyse, Kare Anderson, Karen Brown, Karen McGregor, Karin Hurt, Karthik Nagendra, Kathy Letendre, Kelly Helmuth, Kelly Primus, Kelvin McCree, Ken Homer, Ken Judy, Ken Kilday, Keri Jaehnig, Kevin Eikenberry, Kevin Wayne Johnson, Kieran Flanagan, Kiesha King-Brown, Kim Smith, Kim Svoboda, Kim Walsh Phillips, Kimberly Bonner, Kimberly Carlson, Kimberly Wiefeling, Kris Yagel, Laleh Hancock, Lashondra Graves, Laura Jack, Laura Patterson, Laura Rubinstein, Lauren Cohen, Laurie Seymour, Leah Olszewski, Lee Henson, Leila Blauner, Leonard Marchese, Leslie Kushner, Lisa Fey, Lisa Manyoky, Lisa McDonald, Lisa Mininni, Lori Karpman, Lou Diamond, Lucie Newcomb, Luke Acree, Luni Libes, Lydia Sugarman, Lynn Hidy, Lynn Scheurell, Lynnea Hagen.

Mali Phonpadith, Manny Wolfe, Marcia Daszko, Marcia Reynolds, Marcus Aurelius Anderson, Mari-Lou Nidle, Marianne Roux, Marie Zimenoff, Marika Flatt, Mario Martinez, Mark Amtower, Mark Aylward, Mark Babbitt, Mark Bowser, Mark Green, Mark Maes, Mark Samuel, Mark Villareal, Marki Lemons Ryhal, Mary Dee, Mary Foltz, Mary Henderson, Mary Lippitt, Maryellen Stockton, Matthew McGregor, Mauri Schwartz, Mei Lin Fung, Melissa Lamson, Michael Griego, Michael Holloway, Michael Lee, Michael Roub, Michael Yinger, Michele Malo, Mike Bosworth, Mike Gospe, Mike O'Neil, Mike Skrypnik, Mike Stickler, Mikki Williams, Mitch Russo, Mitchell Bolnick, Mitzi Perdue, Molly Mandelberg.

Nadene Joy, Natalie Grogan, Nathan Kievman, Naveen Lakkur, Neil Anderson, Neil Gordon, Neil McDonnell, Neil Thompson, Nettie Owens, Neysha Arcelay, Nicky Billou, Nicola Hunt, Nicole Jansen, Noah Koff, Norman Wolfe, Pam Hurley, Pam Thomas, Pascale Brady, Patrice Tanaka, Patricia Jespersen, Patrick Reilly, Patti Phillips, Paul D'Souza, Paul Rosenberg, Paula Peralta, Per Sjöfors, Philippe Bouissou, Praveen Puri, Professor M.S. Rao, Quinn Ferrall, R. Shawn McBride, Raj Prasad, Ramon Ray, Randall Dobbins, Randall Englund, Randy Kirk, Ray Makela, Rebecca Hulse, Regina Bergman, Rene Johnson, Richard Krawczyk, Richard McPartlin, Richard Shuster, Rita Burgett-Martell, RJ Nicolosi, Rob Wyse, Robert Pizzini, Robert Rose, Roberta Matuson, Roger Dooley, Roger Knecht, Roger Salam, Rohit Talwar, Ron Mitchell, Rosemary Coates, Ryan Dohrn, Ryan Foland.

Sal Silvester, Sandra Costéja Bos, Sarah Lawrence, Scott Crabtree, Scott Ingram, Scott Messer, Scott Schilling, Sean Erwin, Sharon McCollick, Sharon McIntosh, Shawn Hessinger, Shayna Pellino, Shel Horowitz, Shenan Reed, Shontina Gladney, Sonya Sigler, Stan Phelps, Stephan Thieringer, Stephanie Angelo, Steve Rosenbaum, Steve Sapato, Steven Bowen, Steven Crawford, Sue Tidswell, Susan Fennema, Susan Fowler, Susan Thompson, Sylvain Rochon, Sylvia Puentes.

Tad Stephens, Tameika Isaac Devine, Tammi Pickle, Tanja Barth, Tatsuya Nakagawa, Ted Riter, Ted Santos, Terence Jackson, Teresa de Grosbois, Teresa Nichols, Teri Johnson, Terri Levine, Terrlyn Curry Avery, Terry Brock, Terry Monaghan, TerrynBarill, Theresa Gale, Thom Harrison, Thom Shea, Tim Gaynor, Tim Hagen, Tim Ringgold, Tim Steele, Timothy Jones, Timothy Morgan, Timothy Sullivan, Todd Cherches, Todd Wilms, Tom Beal, Tom Matzen, Tommy Breedlove, Tracey Lawrence, Tracey Richardson, Traci Porterfield, Tracy Repchuk, Tracy Roesch Williams, Tricia Benn, Vera Anderson, Vera Jones, Vicki Suiter, Virgilia Virjoghe, Viveka von Rosen, Wade Pearse, Wael Zaki, Wendy Marx, Wes Schaeffer, Whitney Gordon-Mead, Whitney Johnson, Whitney Vosburgh, Will Bachman.

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A Note from the Publisher

The AHAtat/THiNKaha series was crafted to deliver content the way humans process information in today's world. Short, sweet, and to the point while delivering powerful, lasting impact.

The content is designed and presented in ways to appeal to visual, auditory, and kinesthetic personality types. Each section contains AHA messages, lines for notes, and a meme that summarizes that section. You should also scan the QR code, or click on the link, to watch a video of the author talking about that section.

This book is contextual in nature. Although the words won't change, their meaning will every time you read it as your context will. Be ready, you will experience your own AHA moments as you read. The AHA messages are designed to be stand-alone actionable messages that will help you think differently. Items to consider as you're reading include:

1. It should only take less than an hour to read the first time. When you're reading, write one to three action items that resonate with you in the underlined areas.
2. Mark your calendar to re-read it again.
3. Repeat step #1 and mark one to three additional AHA messages that resonate. As they will most likely be different, this is a great time to reflect on the messages that resonated with you during your last reading.
4. Sprinkle credust on the author and yourself by sharing the AHA messages from this book socially from the AHAtat platform <https://aha.pub/CredibilityNationAHAs>.

After reading this THiNKaha book, marking your AHA messages, rereading it, and marking more AHA messages, you'll begin to see how this book contextually applies to you. We advocate for continuous, lifelong learning and this book will help you transform your AHAs into action items with tangible results.

Mitchell Levy, Global Credibility Expert
publisher@thinkaha.com

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Preface

Who This Book Is For

This book is for those who want to leave a better world for future generations.

With the help of Bill Wallace (*Being a Catalyst for Success*, THiNKaha, <https://aha.pub/BillWallaceCred>), I changed my belief system. I used to think that there were only two types of people in the world: those who viewed the world as glass half full and those who viewed it as glass half empty.

Bill helped me to see a third type of person because he describes himself as someone whose glass is overflowing. Thank you, Bill. You are an amazing human!

A natural extension of Bill's thinking is someone whose glass is overturned and glued to the table—the opposite of Bill.

A simple view of humans classifies them into four categories:

1) **Glass half full**

Those who see the good in every situation.

2) **Glass half empty**

Those who see the bad in every situation.

3) **Glass overflowing**

A servant leader who wants to continually support and serve others.

4) **Glass overturned and glued to the table**

Those who have chips on their shoulders and derive pleasure in making other people unhappy.

This book is for humans in the first three categories.

Prologue

Q: What got Mitchell Levy to conduct 500 credibility interviews?

I have lived a really beautiful life so far. I've been in Silicon Valley for thirty-five years. I've been happily married for thirty-one years. I have a beautiful son. Work-wise, I've done lots of really cool things.

Here are some highlights from my bio:

- Sat on a board of a public company for nine years.
- Ran four CEO networking groups for a decade.
- Created four different executive business programs at Silicon Valley universities.
- Created over twenty companies.
- Ran four conferences for COMDEX.
- As a book publisher, I've published over 850 books since 2005.

Having been in Silicon Valley as long as I have, having focused on thought leadership for twenty-five years, I felt comfortable calling myself a Global Credibility Expert. That said, I wanted to do something that really reinforced that brand.

I woke up one day and thought, "Napoleon Hill, 500 Millionaires, Think and Grow Rich"—"Mitchell Levy, 500 thought leaders, interviewing them on credibility." At the time, I had no idea what the title of my book would be. I then went to my team and started talking about doing the research.

One of my superpowers is to build systems. As a CEO, I could have built the model, thrown it to the team, and said, "Do this." What I did instead was to actively get my team involved.

The hope of many entrepreneurs is that their team does a great job while also being rainmakers. They want their team to be excited about the mission, the overall goals of the company and what they're doing and take personal responsibility for doing the right thing to help drive success of the company.

Prologue

So, instead of driving the build myself, I let the team build it. This took five months instead of one to two, but it was absolutely worth it.

We ran a couple of months of practice where we conducted four to five interviews each and then went full-steam ahead.

It's been a fun ride, and doing the 500 interviews has been absolutely amazing.

What I was originally hoping to achieve by doing the interviews was that someone would look at me and go, "Hey, yes! That's it! You are the Global Credibility Expert!"

What actually occurred around interview forty was that I entered flow. I knew the value of what I was contributing. I knew what this would ultimately be. I realized that I didn't need anyone to tell me who I am. I just know who I am.

This is a topic that's so valuable, so important, so vital, I just feel it. The feedback I get from those interviewed and the love that they share is just so amazing.

So, when you look at the book and see the stats, these are all statistically significant and reinforce the qualitative feedback from the research.

What I tried to bring out in the book was the reactions I received from the interviewees and the significant effect they have had on my life.

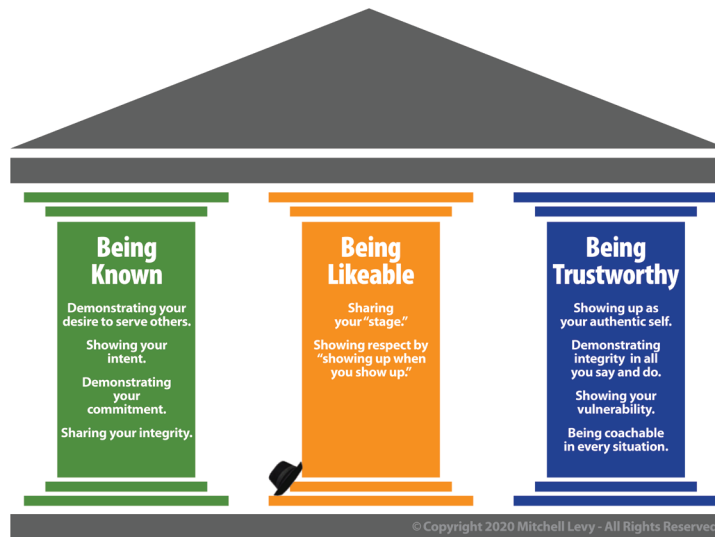
This is how the birth of Credibility Nation came about. It was born out of the desire to do something that would add credibility to my title, but it turned into an interesting way of living.



Scan the QR code or use this link to watch the prologue video: <https://aha.pub/CredibilityNationPrologue>

Credibility Definition:

THE THREE PILLARS OF CREDIBILITY



Credibility is being known, being likeable, and being trusted.

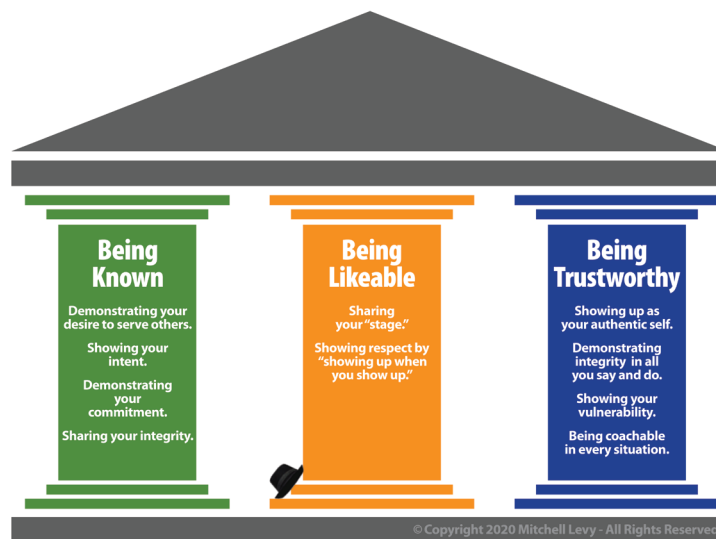
... Whereas **being known** is demonstrating your desire to serve others, as well as transparently showing your intent, demonstrating your commitment, and sharing your integrity.

... Whereas **being likeable** is transparently sharing your "stage" and showing respect by "showing up when you show up."

... Whereas **being trustworthy** is showing up as your authentic self, demonstrating integrity in all you say and do, showing your vulnerability, and being coachable in every situation.

The quality of how you are known, liked, and trusted is your credibility.

THE THREE PILLARS OF CREDIBILITY



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Scan the QR code or use this link to watch the
section videos and more on this section topic:
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Section I

What Is Credibility and Why Is It Important?

Credibility is one of the key factors to succeed in business and in life. It is what your prospects and customers (those you serve) look for when deciding whom they should do business with. Without it, you do not have a business.

So, what is credibility?

The word “credibility” is only one-third accurate in the dictionary today. The dictionary says that credibility is “the quality of being trusted.” Credibility and trust are not the same thing. After having interviewed 500 thought leaders about credibility, I have learned that credibility is bigger and more powerful than that.

Here is my simple definition of credibility. It is being known, being likeable, and being trusted (see <https://mitchellevy.com/credibility/>).

The three pillars of credibility are discussed in this book and are broken into two sections each. The intrinsic and expressed demonstration of those three pillars are the defining components of your success going forward.

In today’s world, people do business with those they know, like, and trust—in other words, those who are credible. I believe that it’s extremely important for you to demonstrate credibility in everything you do. There are two reasons for this:

1. Your competition is bigger now than it’s ever been.
2. It’s harder and harder to hide from past indiscretions!

Technology has allowed people from around the world to communicate with each other. Everyone has access to a microphone and a camera. This means that anyone in the world can be your competition. If you're not actively demonstrating and showcasing your credibility and your competition is, whom do you think your prospects will want to do business with?

Not you!

Credibility is living in a world that's a whole lot more fun than what many people deal with today. It's a world in which you are living your purpose. It's a world where people **know**, **like**, and **trust** you for who you are and what you do because you're adding value to them and to those around them.

At the end of the day, credibility comes down to the promises you make and the believability you have for delivering on those promises. Are you clear about what you said and how you said it so that there's no ambiguity?

A big part of credibility is clarity. How do you answer the question when someone asks, "What do you do?" Does it take you five or ten minutes to answer? In a world where we're inundated with content, somebody who takes ten or twenty minutes to answer this simple question may not be considered someone who is likeable or trustworthy.

Credibility is having clarity of purpose, reason, and communication. Part of **being known**, **being likeable**, and **being trustworthy** is living a life where those who see you know immediately who you are and what you do.

The quality of how you are **known**, **liked**, and **trusted** is your credibility. Your credibility and how you go about sharing it is what sets you apart from your competition. Credibility is what will help you succeed in both business and in life.

1

#Credibility is crucial in business. Without it, you do not have a business. It is what your prospects and customers (those you serve) look for when deciding whom they should do business with. #CredibilityNation
<https://aha.pub/MitchellLevy>

2

According to the dictionary, credibility is the demonstration of trust. That's only 1/3 of what it really is! #Credibility is being known, being likeable, and being trustworthy (see <https://MitchellLevy.com/credibility/>).
-Mitchell Levy

3

#Credibility is demonstrated by living your purpose.
#CredibilityNation <https://aha.pub/MitchellLevy>

4

#Credibility is demonstrated by the promises that you make and the believability you have in delivering your promises. #CredibilityNation
<https://aha.pub/MitchellLevy>

5

#Credibility is not just what you say. It's not just what you do. It's how you act when you have a choice. Do you follow the shiny object, or do you stick with your core values? #CredibilityNation <https://aha.pub/MitchellLevy>

6

#Credibility is when a friend recommends you to one of their friends because they have a 100-percent certainty that you will not let them down. #CredibilityNation
<https://aha.pub/MitchellLevy>

7

Your competition is significantly greater than it's ever been. With a camera and a microphone, anyone in the world can be your competition. How are you responding?
#CredibilityNation <https://aha.pub/MitchellLevy>

8

If you don't want to talk about yourself and your #Credibility and your competition does, who's going to get the job? Not you! #CredibilityNation
<https://aha.pub/MitchellLevy>

9

If you're not presenting yourself asynchronously as #Credible, your potential customers won't get to you know you better and may not ever give you the chance to spend the time with them synchronously. #CredibilityNation <https://aha.pub/MitchellLevy>

10

If the price point is large enough, your goal for obtaining your next customer is to get into a one-on-one conversation. How do you make sure you get into that conversation? #Credibility <https://aha.pub/MitchellLevy>

11

When #Credibility is in place, the ability to forge ahead with business partnerships is significantly faster (e.g., the speed of a handshake). <https://aha.pub/MitchellLevy>
#CredibilityNation

12

Credibility is having clarity of purpose, reason, and communication. It's when people know, like, and trust you for who you are and the value you bring to the table.
#CredibilityNation <https://aha.pub/MitchellLevy>

Appendices

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Appendix A.
Bonus AHA Messages from Guests

Appendix A.

I had AHA moments with so many of the guests being interviewed. Those that are listed here are just a small portion of the richness of the conversations I had. My apologies for those that are not here.

1. It's like a light switch. It's on and you're in credibility nation. It's off and you're in dubious nation. If you are in dubious nation, that's okay because we're here to help you. On the credibility side, we're here as your ally. #CredibilityNation <https://aha.pub/BillWallaceCred>
2. There is no #Credibility without walking the talk. If you're not coachable, you can't be a good coach. #CredibilityNation <https://aha.pub/SalSilvesterCred>
3. A good #CPoP encapsulates your why. If you're walking your why, then you're making it easy for others to see you doing so. #CredibilityNation <https://aha.pub/ThomHarrisonCred>
4. For leaders, it's important for you to balance the focus on your people with yourself. When you do that, you'll be adding significant value to your org. #CredibilityNation <https://aha.pub/DarelynMitschCred>
5. Any good quest has an amazing journey associated with it. #CredibilityNation <https://aha.pub/RJNicolosiCred>
6. In all great things, magnificence is in the details. What I look at are the details in the big picture. Leadership is about clarity. You can't get clarity with simplicity and you can't get clarity without work. <https://aha.pub/DwaineCanovaCred>
7. Ben Johnson was my mentor and he made \$16 billion in his business. He would say, "If you don't show up with your heart, nothing else matters." #CredibilityNation <https://aha.pub/DrDougFirebaughCred>
8. We need to figure out how to fit into someone else's network and even in their framework and still be ourselves. #CredibilityNation <https://aha.pub/NadeneJoyCred>
9. Boost your visibility by vividly characterizing a positive action that a person has taken. This will motivate that person to tell others how you said it. #YourQuotabilitySpursSharing #CredibilityNation <https://aha.pub/KareAndersonCred>
10. Change is a team sport. You can't change without trust. #CredibilityNation <https://aha.pub/JoshAllanDykstraCred>

Appendix B. Credust Index

Appendix B.

Name	Title	Link	Where in the Book Mentioned
Bill Wallace	Founder of Success North Dallas	https://aha.pub/BillWallaceCred	Preface, Page 20
C. Lee Smith	Sales Credibility Expert and CEO of SalesFuel	https://aha.pub/CLeeSmithCred	Acknowledgments, Page 11
Darelyn Mitsch	Founder of Pyramids Coaching Institute	https://aha.pub/DarelynMitschCred	Bonus AHA #5, Page 146
David Meerman Scott	WSJ Bestselling Author	https://aha.pub/DavidMeermanScottCred	Section IV Summary, Page 75
Dr. Doug Firebaugh	CEO of WealthFuel Home Business Training	https://aha.pub/DrDougFirebaughCred	Bonus AHA #8, Page 149
Dwayne Canova	CEO of Zynity and Framework for Leading Institute	https://aha.pub/DwayneCanovaCred	Bonus AHA #7, Page 146
Eran Levy	Director, Head of Thought Leadership & C-Suite Marketing at Cisco	https://aha.pub/EranLevy	Appendix H, Page 167
Evan Dash	President and CEO of Dash Holdings Group, LLC	https://aha.pub/EvanDashCred	Section III AHA #59, Page 69
Fox Beyer	Teacher, Coach, and Author	https://aha.pub/FoxBeyer	Appendix F, Page 161
Jay Fiset	Founder and Creator of JVology	https://aha.pub/JayFiset	Section IV AHA #67, Page 81
Jeffrey Hayzlett	Chairman and CEO of the C-Suite Network	https://aha.pub/JeffreyHayzlett	Appendix F, Page 160
Jonathan Stone	Co-Founder of Impact the Change	https://aha.pub/JonathanStoneCred	Appendix C, Page 152
Josh Allan Dykstra	TEDx speaker and CEO of Helios	https://aha.pub/JoshAllanDykstraCred	Bonus AHA #10, Page 146
Kare Anderson	Author, Quotability Speaker, and Emmy Winner	https://aha.pub/KareAndersonCred	Bonus AHA #9, Page 146
Karin Hurt	CEO of Let's Grow Leaders	https://aha.pub/KarinHurt	Appendix F, Page 161
Karl Hughes	Author, Speaker, Instructor, and Carpenter	https://aha.pub/KarlHughes	Appendix F, Page 161
Kim Walsh Phillips	Founder of Powerful Professional	https://aha.pub/KimWalshPhillipsCred	Section II Summary, Page 39
Nadene Joy	Chair and Founder of The Global Lead 2 Impact Summit	https://aha.pub/NadeneJoyCred	Bonus AHA #8, Page 146
Rich Brenner	One of my mentors	-	Section V, page 93
RJ Nicolosi	Chairman and Founder of Catapult Leadership Lab	https://aha.pub/RJNicolosiCred	Bonus AHA #5, Page 148

Name	Title	Link	Where in the Book Mentioned
Robert Clancy	Host and Producer of the Mindset Reset Show	https://aha.pub/RobertClancy	Appendix H, Page 167
Sal Silvester	Founder and CEO of Coachmetrix	https://aha.pub/SalSilvesterCred	Bonus AHA #2, Page 146 & Appendix F, Page 161
Steve Rodgers	CEO of The Alchemy Advisors	https://aha.pub/SteveRodgers	Appendix F, Page 160
Swami Sadashiva Tirtha	Online Wellness & Stress Management Consultant	https://aha.pub/SwamiSadashivaTirtha	Appendix H, Page 167
Teresa de Grosbois	Chair of Evolutionary Business Council	https://aha.pub/TeresaDeGrosboisCred	Section V AHA #90, Page 99 & Appendix H, Page 167
Thom Harrison	Owner and Coach of Walk Your Why	https://aha.pub/ThomHarrisonCred	Bonus AHA #3, Page 146
Tyler Hayzlett	Chief Marketing Officer of the C-Suite Network	https://aha.pub/TylerHayzlett	Appendix F, Page 160
The THiNKaha Team	-	-	Acknowledgements, Page 11
Those that were interviewed	-	-	Acknowledgements, Page 11

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Appendix C.
About the Nonprofit That Credibility
Nation Is Supporting

Appendix C.

About the Nonprofit That Credibility Nation Is Supporting:

Jonathan Stone (<https://aha.pub/CredCharity>) is the co-founder of Impact the Change, whose main purpose focuses on ending childhood food insecurity in the USA.

"13.1 million children go to bed hungry every single night, while 50% of food gets thrown away."

Food insecurity has three big downsides:

1. Hunger.
2. Poor nutrition.
3. Emotional trauma.

Food insecurity has only intensified over the years in the USA, due to an ample supply of food that gets removed from the supply chain and goes into landfills.

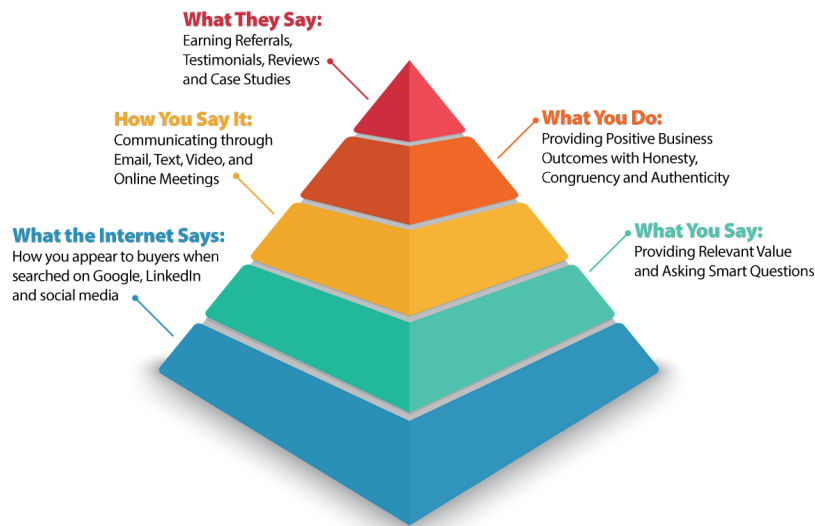
What Jonathan and Impact the Change does is take shipping containers and turn them into solar-refrigerated food pantries. This enables them to repurpose food in order to provide children with healthier foods (such as fruits, vegetables, and meats) and reduce food waste.

Twenty percent of profit from Credibility Nation is going to charity, and Jonathan's charity is the first one that we're supporting.

Appendix D.
The Hierarchy of Sales Credibility
by C. Lee Smith

Appendix D.

THE HIERARCHY OF SALES CREDIBILITY



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A key component for salespeople to be able to sell effectively is credibility.

Attaining sales credibility is like reaching the top of a pyramid where each tier can help salespeople present themselves to their prospects as someone they know, like, and trust.

Similar to the underlying concepts in Maslow's hierarchy of needs, C. Lee Smith presented *The Hierarchy of Sales Credibility*, in his book *SalesCred*, as a visual representation of what sales managers should keep in mind when training salespeople so they can level up in a step-wise, ascending manner, so to speak, until they reach the pinnacle of what it means to be seen as credible.

This pyramid is not limited to sales; it can be applied to any industry, professional or ordinary people. The path of credibility, leading up to the top of the pyramid, allows them to be seen as credible advisors or individuals in any field.

These tiers are divided into five (5) levels, starting from the bottom of the pyramid as follows:

- **What the Internet Says**

The foundational level in *The Hierarchy of Sales Credibility* is how salespeople appear to buyers when searched online, such as on Google, LinkedIn, and other social media sites. It is crucial that salespeople are aware of their online presence and what the internet says about them. This is essentially the first thing that prospects see or proactively check even before they agree to see them face to face to do business with.

- **What You Say**

How salespeople ask the right questions in order to provide relevant value and solve the problems of their prospects is the next level in *The Hierarchy of Sales Credibility*. This is where salespeople show credibility by giving answers to buyers on what's important to them, what they actually need, and how they overcome objections.

- **How You Say It**

The middle tier in *The Hierarchy of Sales Credibility* is how salespeople are seen as credible by “how they say it” through various communication formats, such as email, text, video, in-person, and online meetings. Prospects and clients often find cues in the way that salespeople speak, write, or talk in order to gauge whether they have authority, professionalism, and confidence in selling.

- **What You Do**

How do salespeople deliver what the buyer wants to achieve? That's the next level in *The Hierarchy of Sales Credibility*. When salespeople reach this tier, it means that they are able to provide positive business outcomes with honesty, congruency, and authenticity, which not many salespeople (or not many people in general) do. Reaching this level means being consistent in delivering what's promised—an admirable trait that strengthens credibility.

- **What They Say**

This is the topmost level in *The Hierarchy of Sales Credibility*. The path to credibility is ultimately what the customers say as evidenced through referrals, testimonials, reviews, and case studies. C. Lee Smith sums it up beautifully this way, “If you say it, it’s bragging. If they say it, it’s proof.

In *The Hierarchy of Sales Credibility*, reaching the top level is tantamount to planting a flag in Credibility Nation. Now that the world is faced with a credibility crisis and no longer just a credibility deficit, this visual representation can be useful for sales managers to effectively help their salespeople go up the right path of credibility.

Appendix E.
Ten Best CPoPs from Those Interviewed

Appendix E.

Ten of the Best CPoPs

- Startup founders who are in panic mode.
- Dreamers who dream bigger than they're achieving.
- Business owners who need their sales to explode.
- Teams demonstrating sub-optimal productivity.
- Family-owned businesses with people issues.
- Women leaders who are juggling.
- Companies with disengaged people.
- Renters who are afraid of being evicted.
- Companies who feel invisible online.
- People who are immobilized by fear.

There were so many amazing CPoPs, it was hard to truly choose the top 10. My apologies for those that are not here.

See more at <https://MitchellLevy.com/CPoP/examples>.



Appendix F.

Ten Ways to Enhance Your Credibility

Appendix F.

Demonstrate who you are (BEING KNOWN) by demonstrating your desire to serve others, as well as transparently showing your intent, demonstrating your commitment, and sharing your integrity.

Please note that I'm demonstrating the use of credust by choosing AHA Messages from authors that my publishing company has published.

1. Communicating the choices you're making and your intentions with others in the business can inspire them to do the same and support you. #DoTheRightThing -Steve Rodgers (<https://aha.pub/IGIPrinciples>)
2. Every level you reach in your business will require a new level of commitment. You can't win the game if you don't know why you're passionate about playing the game in the first place. #HeroClub -Jeffrey Hayzlett & Tyler Hayzlett (<https://aha.pub/UnlockBusinessPotential>)
3. Credibility is not just what you say. It's not just what you do. It's how you act when you have a choice. Do you follow the shiny object, or do you stick with your core values? -Mitchell Levy
4. Spreading credust lifts all boats. The person you're sharing is seen by more people, your community benefits from this knowledge, and your community sees you as a knowledgeable servant leader. -Mitchell Levy (<https://credust.com>)

Demonstrate support of the person you're with (BEING LIKEABLE) by transparently sharing your "stage" and showing respect by "showing up when you show up."

5. You show up when you show up for every situation (you come early, you come prepared, and you show your heart). -Mitchell Levy
6. Coming prepared is fundamentally important for being likeable and building trust. That shows that you care more about the other person than you care about yourself. -Mitchell Levy

Demonstrate how you show up and follow through as a human (BEING TRUST-WORTHY) by transparently showing up as your authentic self, demonstrating integrity in all you say and do, showing your vulnerability, and being coachable in every situation.

7. Show past your skin. Show what lies within. -Fox Beyer (<https://aha.pub/FACTS>)
8. Always perform your tasks and do quality work, whether someone is watching or not. -Karl Hughes (<https://aha.pub/ACarpentersGuide>)
9. Letting people see who you really are and hear what you really mean makes you vulnerable. -Karin Hurt (<https://aha.pub/SpeakingtheTruth-AHAbook>)
10. There is no credibility without walking the talk. If you're not coachable, you can't be a good coach. - Sal Silvester (<https://aha.pub/SCCoaching>)

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Appendix G.
Ten Things You Do to Hurt Your Credibility
"You Don't Show Up When You Show Up"

Appendix G.

You Don't Come Early:

1. You come late to meetings or don't show up at all.
2. You are full of credcrud.
3. Your LinkedIn Profile is not an SEO-optimized landing page for your CPop.
4. Your website and LinkedIn have pictures, but no compelling videos.

You Are Not Prepared:

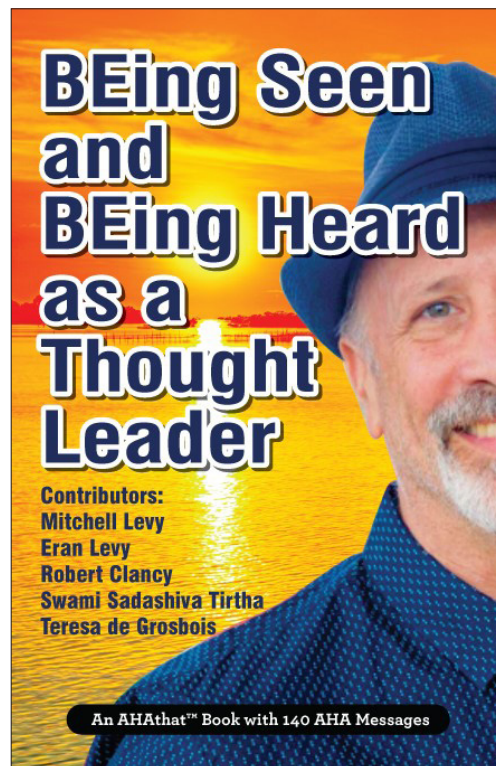
5. You don't come prepared for meetings.
6. You share your value proposition vs. your CPop.

You Do Not Show Your Heart:

7. You ignore the fact that the other person you're talking with is a human.
8. You don't show up every day ready to serve.
9. You position yourself on top of the mountain, not at the bottom.
10. You are not coachable.

Appendix H.
**Ten Best AHAs from "Being Seen and Being
Heard as a Thought Leader"**

Appendix H.



1. Good #ThoughtLeaders are at the top of the mountain; great thought leaders are at the bottom, helping others climb up. @GuideToSoul
2. To position your org as a #ThoughtPartner, bring your key #ThoughtLeaders out front and share their efforts. <https://aha.pub/EranLevy>
3. Your team has their own ideas. Ask them. Integrate those ideas and march forward together. #ThoughtPartnership <https://aha.pub/EranLevy>
4. You don't necessarily need to be knocked down to be able to come back up. Be ready. Look and strive for a better life! @HappyAbout
5. To be a leader of leaders, you need to give up the idea that you're the smartest person in the room at any given moment. @TeresaDee
6. You don't have to know how you're going to serve people. You just have to have the intention, commitment & heart to help them. @MonkMedium
7. None of us are ever done; all of us are works in progress. Are you? <https://aha.pub/TEDtalk> @TeresaDee
8. Generating trust means that you have to live in a space of integrity, authenticity, and vulnerability. <http://aha.pub/TEDtalk> @HappyAbout
9. If you love your job, you'll never work a day in your life. If your job is loving, you'll work in happiness every day. @GuideToSoul
10. Be the right voice for the right person at the right time. Don't underestimate what you bring to the world by being you. @GuideToSoul

Come join us at Credibility Nation. Go to <https://CredibilityNation.com>

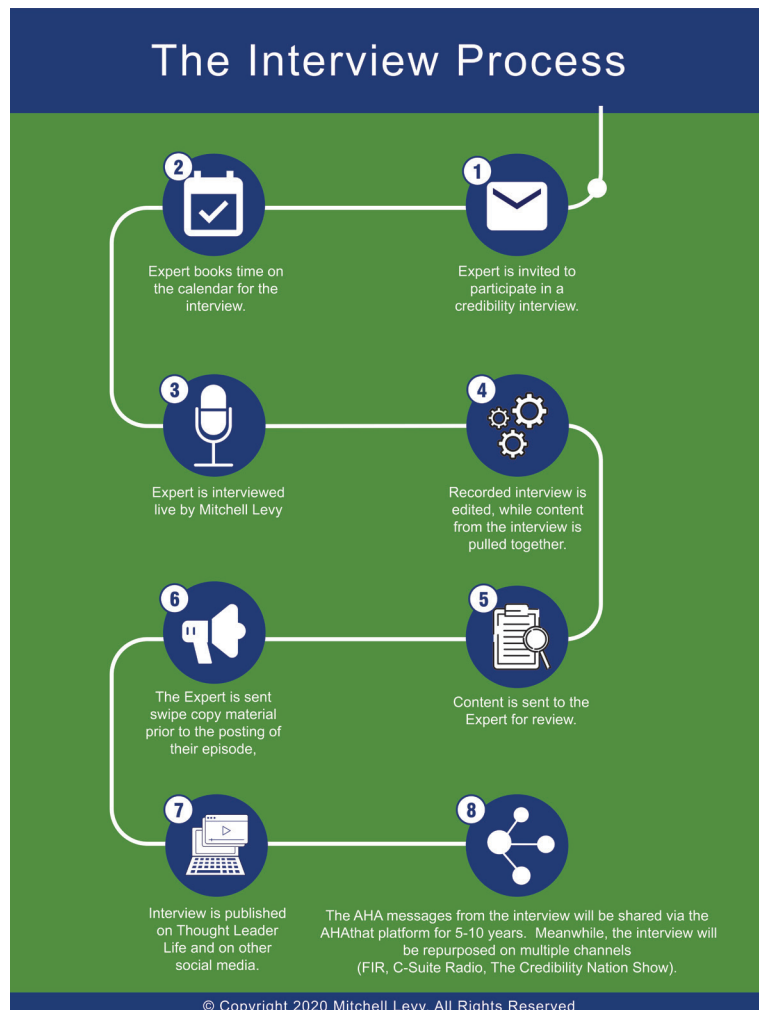


Appendix I.

Interview Process and Methodology

Appendix I.

Mitchell Levy worked with the team to build a process to make it as easy as possible to process the credibility interviews of 500 thought leaders. Here's a visual of the interview process:



Now, let's go over each step of the interview process in detail.

Step 1: Expert is invited to participate in a credibility interview.

- 1.1 Mitchell Levy invited an expert to participate in a credibility interview via LinkedIn.
- 1.2 Expert checks to see what's involved including the 5 questions asked..
 - 1.2.1 What's your CPoP?
 - 1.2.2 Tell me more!
 - 1.2.3 How do you have credibility to do what you do?
 - 1.2.4 How do you share your credibility?
 - 1.2.5 How do people reach out to you?

Step 2: Expert books time on the calendar for the interview.

- 2.1 Expert signs up via Calend.ly and filled out a short form that includes their:
 - 2.1.1 50-word bio.
 - 2.1.2 Professional headshot.
 - 2.1.3 LinkedIn profile URL.
- 2.2 After signing up, the expert receives two emails with info on how to prepare for the interview.
- 2.3 When the team receives the sign-up form, the following info is transferred into a Google Sheet (which we use for monitoring everyone who signs up):
 - 2.3.1 Date of interview
 - 2.3.2 Name.
 - 2.3.3 Email address.
 - 2.3.4 LinkedIn profile URL.
 - 2.3.5 Professional headshot.
- 2.4. The team adds the expert as a contact on Nimble (with the same info as above).
- 2.5 The team adds the expert's bio on a Google doc, along with other interviewees' bios, for Mitchell to use for preparation prior to the interview.
- 2.6 The team creates a checklist for the week that Mitchell will use during the interview. The checklist consists of:
 - 2.6.1 Interviewee's name.
 - 2.6.2 Did the interviewee come in early (10+ minutes), on-time (4-9), late (3-0), or super late (0-after the hour)?

- 2.6.3 Was the interviewee prepared?
- 2.6.4 Did the interviewee present with their heart? Were they just good? Were they robotic?
- 2.6.5 Mitchell's notes from the green room conversation with the interviewee.

Step 3: Expert is interviewed live by Mitchell Levy.

- 3.1 The interviewee and Mitchell engage first in a green room conversation while preparing to go live. What often happens is the interviewee gets coaching from Mitchell on how to best present and talk about their credibility.
- 3.2 Mitchell records the interview via Zoom and streams live on Facebook.
- 3.3 After the interview, Mitchell sends an email introducing the team that the interviewee will expect to hear from.
- 3.4 The team then sends the interviewee a link to their Facebook live video to share on social.

Step 4: The recorded interview is edited, while content from the interview is pulled out.

- 4.1 The video-editing team works on getting the recorded interview cleaned up and adding in an intro and outro.
- 4.2 Meanwhile, the writing team works on creating an episode summary and 7-10 AHA messages™ (short, digestible quotes) from the interview that will be shared on social.
- 4.3 Once the episode summary and 7-10 AHA messages™ are completed, they are then sent to copy-edit.
- 4.4 After copy-editing is done, the content is cleaned up to be sent to the interviewee.

Step 5: Content is sent to the expert for review.

- 5.1 The clean, copy-edited episode summary and AHA messages™ are shared with the interviewee for review.
- 5.2 The team also sends the edited video to the interviewee when requested.
- 5.3 Once the interviewee reviews the content and sends feedback to the team, the team will update the content as needed.

Step 6: The Expert is sent swipe copy material prior to the posting of their episode.

6.1 Two weeks before the release of the interviewee's episode on Thought Leader Life, the team will send swipe copy material that the interviewee can use to promote the release of their episode.

Step 7: The interview is published on Thought Leader Life and on other social media.

7.1 Approximately two months after the interview, the episode is published on Thought Leader Life.

7.2 After appearing on Thought Leader Life, the team strips out the audio and repurposes the interview on multiple channels to be listened to on Stitcher, Spotify, Apple, and Google podcasts: 1) "Thought Leader Life" on the FIR podcast channel, 2) "Mitchell Levy Presents AHA Moments" on the C-Suite Radio podcast channel, and 3) for selected episodes, we feature your episode on "The Credibility Nation Show."

Step 8: The AHA messages are added in an AHABook on the AHAtat platform to be shared on social for the next 5-10 years.**Overview of the tools we use:**

- Audacity
- Calend.ly
- Camtasia
- Dropbox
- Facebook
- Google Calendar
- Google Docs
- Google Drive
- Google Sheets
- LinkedIn
- Nimble
- Vimeo
- Zoom

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Appendix J.
Showing Up with Respect for a Live Show

Appendix J.

During the interviews, I realized that there was no common understanding of when to show up for a live interview.

For the 500 interviews, the graphics below show how it was measured. The interviewees showed up as follows:

Early: 26%
On-time: 50%
Late: 19%
Rude: 4%

Early

(10-15 mins early)



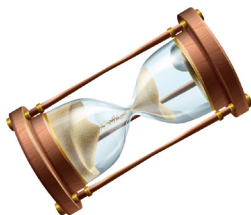
On-Time

(4-9 mins early)



Late

(3-0 mins before the hour)



Rude

(1+ mins after the hour)



Epilogue

Q: What got Mitchell Levy to spend the rest of his life tipping the scale in favor of Credibility Nation over Dubious Nation?

The human who I am now after these 500 interviews is such a different person than I was before.

There's something really powerful about showing up when you show up. I do it now with all of my interactions.

At the end of the day, what came out of the research is an amazingly strong desire to have a human bond, a human connection, and success. To be able to look somebody in the eye, shake their hands, and be able to say, "Hey, this is the business deal and you do this deal whether or not it's contractually obligated." I want to live in that world!

What's wrong today is that we're not taught the right way. Based on the industrial age, we're taught that money and company is more important than relationships with humans, and that's got to change.

How many people are dubious versus how many people are credible? I have to tell you, when you bump into somebody else who's credible, it's such a beautiful experience. Your ability to bond and successfully conduct business is so much easier.

As a result of the credibility research, as a result of everything seen, I have a mission for the rest of my life.

Credibility Nation is losing to Dubious Nation a thousand times over. Before I die, I will tip the scale. That is what this mission is about. It is tipping the scale so that we can live in a world of credibility—where we're living in a world of love and respect and the ability to do the right thing because it's the right thing to do.

I see it as my mission to tip the scale. To allow our kids, our grandkids, and future generations to be able to live a life that is so much more beautiful than today.

Epilogue

To actually live the way we were taught as kids, but never truly lived. To live a life truly worth living.

That's the vision.

Do you see it?

Do you like it?

I invite you to come and join me. Let's tip the scale together.



Scan the QR code or use this link to watch the epilogue video: <https://aha.pub/CredibilityNationEpilogue>

About the Author



Global Credibility Expert Mitchell Levy, is a human whose purpose in life is to serve those who want to be seen as credible and win the war against those in Dubious Nation.

Mitchell has interviewed over 500 thought leaders from across the world on their credibility. This led him to uncover amazing insights on what credibility really is and why it's important in today's world, making him the go-to expert on credibility.

Mitchell has been a Thought Leadership Evangelist for twenty-five years and both a TEDx and Commencement speaker. He also sat as a chairman of the board of a NASDAQ-listed company. Mitchell is an international bestselling author of over sixty books and has created twenty businesses in Silicon Valley, including four publishing companies that have published over 850 books.



Committed to
tipping the scale on
CREDIBILITY



Mitchell Levy

Global Credibility Expert

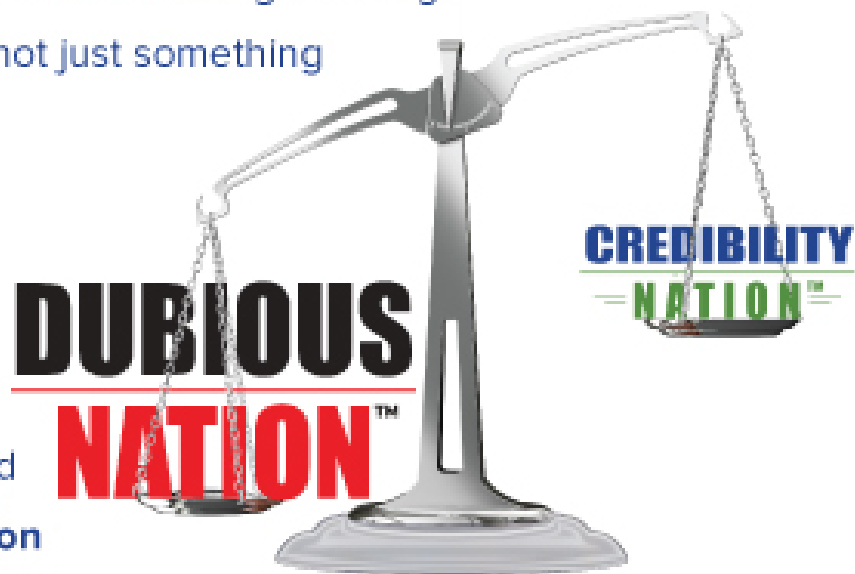


THiNKaha has created AHAtthat for you to share content from this book.

- ➡ Share each AHA message socially: <https://aha.pub/CredibilityNationAHAs>
- ➡ Share additional content: <https://AHAtthat.com>
- ➡ Info on authoring: <https://AHAtthat.com/Author>



Toward the tail end of the Napoleon Hill approach to interview 500 thought leaders on credibility, Mitchell Levy found something amazing. Credibility was not just something to redefine and document, it was his purpose.



Mitchell founded **Credibility Nation** to fight the lack of credibility in the world and to tip the scale between those who live in Credibility Nation and those who live in Dubious Nation. He encourages you to come on this journey with him to live a life full of credibility, passion, purpose, joy, and love.



Global Credibility Expert **Mitchell Levy** is a human whose purpose in life is to serve those who want to be seen as credible. Mitchell has interviewed over 500 thought leaders from across the globe on their credibility. This has led him to uncover amazing insights on what credibility really is and why it's important in today's world, making him the go-to expert on credibility.

BUSINESS & ECONOMICS : LEADERSHIP

