

## Gaurav Gulati's Upcoming Book "Notable Authority" Will Be Launched Soon



**Delhi, New Delhi, May 3, 2021 ([Issuewire.com](https://www.issuewire.com))** - The world faces a severe, intensive second wave of coronavirus; however, people with an abundance mindset are still busy making the difference. Here we are talking about Gaurav Gulati, an eminent Personal Brand Expert and the founder of WorldAuthors.Org.

When everybody else talked about the crisis during the pandemic, [Gaurav Gulati](#) was busy writing his upcoming book "Notable Authority." The book is expected to be launched in June 2021.

As the name implies, Gulati's book "[Notable Authority](#)" is about how an expert should position himself/herself correctly as an authority. Undoubtedly, positioning yourself as an expert is one of the most complicated things to do. However, many people believe that they have managed to position themselves as experts, which is not true based on several parameters. And the book talks about those different parameters along with examples.

People who excel in a particular field or are subject matter experts can use this book as a blueprint to design the strategy to position themselves.

Speaking about the book, Gaurav Gulati said, “I wrote this book during the pandemic with the objective to help people. Things are worse at every level. There will be impacts even post-pandemic. The only way we would be able to make the difference in the post-pandemic world is by standing out amidst the competition.”

“The only way to stand out is to become the notable authority. According to a study, the future belongs to the authorities and experts, mediocre will find it difficult to sustain the competition,” he added, “There are numerous benefits of positioning yourself as an authority. As a professional, when you position yourself as an authority in a marketplace, you attract opportunities. Also, you get yourself exposed to numerous wonderful things that you have never imagined. This book consists of all the steps you need to know to become a notable authority in your respective industry. The chapters are positioned step by step. Besides, this book also gives you an insight into how to increase your brand awareness.”

All this really makes me eager to read the book! How about you???

Apart from launching a book, Gaurav Gulati is also launching a “Notable Authority” 3-week [personal branding](#) program. People who are willing to position themselves the correct way can join the program. The program guarantees to help you create an excellent first impression and perfect digital positioning!

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Source : Gaurav Gulati

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