



**The 5 Key Steps
To Becoming
The Trusted Authority**

STEP 1 **Uncover Your Ideal Target Market With Precision**

Keys Outcomes From Step #1:

- ✓ You're aligning your natural talents and strengths with what you do in your business, so that you're relying on the things you're great at, and having other people do the things that you are not strong at, or that you do not enjoy
- ✓ You've been able to identify the most profitable market to which your greatest talents and strengths will translate into the highest revenue and income for you
- ✓ You've gained massive clarity on your personal values and passions, so that you may gain a sense of joy and excitement from your business (as opposed to being exhausted and overwhelmed by it)
- ✓ You've created your Ideal Client Profile, so that you're able to connect very deeply with your target audience in your marketing and communications with them
- ✓ You know not only who your ideal client is, but what kind of prospects and clients you don't want to work with (and you now have the confidence to only accept those who fit your criteria)

STEP 2 Create A Powerful Position And Reputation

Keys Outcomes From Step #2:

- ✓ You've clearly defined why people will choose to work with and buy from you over others in the marketplace, based on your "Story Of Authority" and your value proposition
- ✓ Your Kryptonite Story become an important part of your messaging and marketing to more authentically connect with your prospects, and allows you to gain power from the experiences you've had in the past, positive and negative
- ✓ With a new-found confidence, you've positioned yourself in a unique and powerful way that differentiates you from others in the marketplace
- ✓ You've established a position that frees you from having to ever compete on price again
- ✓ You've come to fully understand and leverage the power of testimonials and case studies. You use these to address prospective client objections, to build credibility, demonstrate results, and grow your business
- ✓ You're experiencing a growing demand from eager clients willing to pay you what you are worth

STEP 3 Packaging And Pricing Your Talents, Expertise And Ideas

Keys Outcomes From Step #3:

- ✓ You've decided which products that you're going to create, package and deliver that are sought by your clients at premium prices they're willing to pay
- ✓ You've finally stopped trading hours for dollars and started creating value through packages, and leverage in creating programs and products that don't require your personal time to fulfill
- ✓ You've created systems to automate the delivery and distribution of value to your market, and you've implemented several of the pricing and bundling strategies from The Trusted Authority Formula
- ✓ You've stepped into your talents, are living your passions, and generating the revenue and income that you set as a goal for yourself
- ✓ You're continuing to survey and engage your audience so that you're able to continue to innovate new products and services that they're enthusiastic to buy from you

STEP 4 Attract, Build And Engage a List and a Community That Loves You

Keys Outcomes From Step #4:

- ✓ You've established an effective website that's designed specifically to engage your visitors and have them register their email address to access some of your high-value insight and content
- ✓ You've created a powerful "Conversation Piece", which is a compelling piece of content that your prospects are eager to receive (and are happy to give you their email to receive it)
- ✓ You're regularly communicating with your email list to generate goodwill, add value, and engage them to keep them interested and aware of what you are doing
- ✓ You've implemented monetization strategies to create consistent cash flow from your email list through a variety of your own offerings, as well as those of your marketing partners
- ✓ You've established a referral program to have other people promoting your website, your content and your products and services automatically

STEP **5** Explode Your Visibility, Reach and Influence

Keys Outcomes From Step #5:

- ✓ Your clients are delivering new ideal prospects to you with enthusiasm, and they've become your best source of leads and help you grow your business
- ✓ Your outstanding reputation and loyal customer base now enables you to not only market other products and services from trusted affiliate partners, they are lined up willing to promote you and your products to their list of buyers
- ✓ With a thriving business, you've found new recognition and influence with the media and become the go-to-authority for opinions
- ✓ With all the momentum you have built, you're now publishing your knowledge and systems on and off line through digital and print media
- ✓ You're regularly contacted to be invited to participate in speaking events, seminars, tele-summits and interviews on radio, television and the internet

Key Modules In The Trusted Authority Formula

Preparation Work

- What's Your Genius?
- Discovering Your Success Markers
- The 4 Obstacles Holding You Back

Creating The Authority Mindset

- Authenticity is the New Currency
- The Pendulum: Michael Drew
- Authentic Vulnerability
- Establishing The "Authority Mindset"
- BONUS: The Art Of Ethical Influence - Dr. Robert Cialdini

Choosing Your Ideal Target Market

- Choosing Your Market
- Evaluating Your Market
- Million Dollar "Value Creation" Questions
- Gathering Feedback
- Bringing Your "Ideal Client" To Life

Your "Story Of Authority"

- The Positioning Triad
- Crafting Your Story Of Authority
- Your Kryptonite Story
- Your Credibility Cluster
- Your Public Persona
- BONUS: Additional Kryptonite Story Examples

The Power of Social Proof

- Authority By Association
- Endorsements
- Testimonials
- Case studies

Million Dollar Reframing Strategies

- Strategy 1: Create a New Category
- Strategy 2: Consumption Drives Sales
- Strategy 3: Learn From Other Industries
- Strategy 4: Simplify To What They Want
- Strategy 5: Co-Creation Increases Commitment
- Strategy 6: Servicize and Productize
- Strategy 7: Sell Outcomes, Not Hours

Pricing And Bundling Strategies

- It's Time To Stop 'Playing' Business
- Strategy 1: Increase Visibility, Decrease Accessibility
- Strategy 2: Bundle and Package Your Value
- Strategy 3: Creating Multiple Levels of Choice
- Strategy 4: Profit From Your Purchase Chain
- Strategy 5: Provide Unique Experiences
- Strategy 6: Authentic Scarcity

Magnifying Your Visibility

- Online presence
- Publishing your content
- Media and PR

**To find out more about Trusted Authority Formula, visit
www.TrustedAuthority.com**