

Session 2: Authority Focus & Client Entry Point

Welcome to Day 2 of the Authority Engine Evergreen Visibility System.

In today's session, we'll take the foundation you created in Day 1 and turn it into a focused, practical plan.

1. Confirm Your Authority Focus

Clarify who you help, what problem you solve, and where your expertise is most valuable.

2. Choose Your Expert Topic

Decide what aspect of your expertise you want to highlight first to build trust and demonstrate your value.

3. Select Your Client Entry Point

Choose where potential clients will first encounter your expertise and enter your authority system.

4. Define the Next Step

Determine the clear action someone should take after engaging with your expertise and deciding they want to learn more or work with you.

Let's begin.

Step 1: Confirm Your Authority Focus

Before we build anything, we need to make sure your system is focused on the right audience. One of the biggest mistakes professionals make is trying to demonstrate everything they know to everyone who might need their help. And it creates confusion.

Authority is built when the right people immediately recognize that you understand *their* situation, *their* questions, and the decisions *they're* trying to make.

Answer these questions:

Who is the primary client this system is designed to attract?

What specific situation are they in when they begin looking for help?

What is the biggest question, uncertainty, or concern they have before they contact a professional?

Remember:

Clients don't search for services. They search for solutions to the situation they're currently facing.

Complete this sentence:

"I help _____ understand _____ so they can _____."

For example:

"I help first-time home buyers understand the legal closing process so they can avoid costly mistakes."

The clearer you are about their situation, the easier it becomes for them to recognize your expertise.

Step 2: Choose Your Expert Topic (the Authority Angle)

Now that you've confirmed who you're helping, it's time to decide how you will demonstrate your expertise.

This is one of the most important decisions you'll make in your Authority Engine™.

Many professionals make the mistake of trying to showcase everything they know. The problem is that when you try to talk about everything, potential clients often become overwhelmed and unclear about how you can help them.

Instead, we're going to focus on one specific topic.

Think about the questions new clients ask you most often.

What do people consistently want to understand before they hire you?

What do you find yourself explaining repeatedly in consultations, emails, or discovery calls?

Your Expert Topic should address one of those common questions. It should help potential clients better understand their situation while allowing you to demonstrate how you think and how you guide decisions.

Choose one of the following approaches:

Explain How Something Works

Help people understand a process, procedure, or system that often feels confusing.

Immigration Lawyer Example:

"How the Visitor Visa Application Process Works"

Accountant Example:

"How Small Business Tax Planning Works Throughout the Year"

Prevent Common Mistakes

Help people understand the risks, pitfalls, and mistakes that can create costly consequences.

Immigration Lawyer Example:

"5 Common Mistakes That Lead to Visitor Visa Refusals"

Accountant Example:

"7 Tax Mistakes That Cost Small Business Owners Thousands of Dollars"

Choose one primary Expert Topic for your first Authority Asset.

You can always create additional Authority Assets later.

Write down your chosen Expert Topic.

Step 3: Choose Your Client Entry Point (First Point of Contact)

Next, we need to decide where people will enter your system.

Your Authority Asset only works if potential clients can easily find and access it.

Your Client Entry Point is the first place where potential clients learn about you and your expertise. This is often the first impression a potential client has of you, your approach, and your expertise.

Examples include:

- A website page
- A downloadable guide
- A webinar registration page
- A video presentation
- An educational resource page

Immigration Lawyer Example

A downloadable guide, video, or webinar titled:

"The 5 Most Important Things to Know Before Applying for a Visitor Visa"

Accountant Example

A downloadable guide titled:

"10 Tax Planning Strategies Every Small Business Owner Should Know"

Or a webinar titled:

"How to Reduce Tax Surprises and Improve Cash Flow This Year"

Start with one entry point.

As your Authority Engine grows, you can add additional entry points for different client types, services, or authority assets. Over time, multiple entry points can help more potential clients discover your expertise and enter your ecosystem.

Remember, you don't need to become a content creator or spend your time recording videos. Today's AI tools make it possible to create professional videos, presentations, and webinars without being on camera or producing content every day. We'll cover exactly how to do this in a future session.

For now, choose the simplest and most practical option you can implement.

Write down your chosen Client Entry Point.

Step 4: Define the Next Step

Once someone has discovered you, watched your video or webinar, downloaded your guide, or read your report, what should happen next?

Once potential clients understand their situation and see how you can help, they need a clear, simple way to take the next step. Many professionals lose opportunities because there is no obvious next step. People may be interested and ready to take action, but if they're unsure what to do next, they may leave and never return.

Choose one clear action you want potential clients to take:

- Book a consultation
- Submit an inquiry form
- Request a review
- Buy a product/service directly from the link

Keep it simple:

One Entry Point. One Client Focus.
One Expert Topic. One Authority Asset.
One Next Step.

Write down your chosen next step.

You now know exactly who your system is designed to attract, what expertise you want to demonstrate, and how potential clients will discover and engage with you.

In Day 3, we'll begin creating your Authority Asset—the resource that demonstrates your expertise, builds trust, creates clarity, and positions you as the obvious choice before a consultation ever takes place.

See you in Day 3.