

Session 3: Create Your Authority Asset

Welcome to Session 3 of the Authority Engine™ Evergreen Visibility System.

Over the last two sessions, you've identified who you help, the problem they solve, and the topic you want to be known for.

Today, we're going to create the content for your first Authority Asset.

Why This Matters

Most professionals wait until a consultation to demonstrate their expertise.

The problem is that potential clients are often evaluating their options long before they ever reach out.

An Authority Asset helps people understand their situation, recognize your expertise, and begin building trust before the first conversation.

It allows potential clients to experience how you think, how you approach problems, and how you guide decisions.

That's what makes you the obvious choice.

Don't worry about the technology right now. We'll cover the best formats and delivery options in upcoming sessions.

A Quick Note About Using AI

You do not need to use AI. However, AI can save you significant time by helping you write. Remember: You are the expert, AI is your assistant.

I've included a separate PDF with helpful prompts you can use with ChatGPT to create your title, introduction, conclusion, and expand on your key points.

Now, let's continue.

Use the Expert Topic you selected on Day 2 for your Authority Asset.

Step 1: Create Your Title

A good title answers a question your potential client can't stop thinking about.

It's the question they are typing into Google.

The question they are asking friends and colleagues.

The question that keeps them awake at night because it affects an important decision, outcome, opportunity, or risk.

Your title should make it immediately clear:

"This is the answer I've been looking for."

Examples:

Immigration Lawyer

"What Are the Most Common Mistakes That Lead to Visitor Visa Refusals?"

Accountant

"What Tax Mistakes Are Costing Business Owners Thousands of Dollars?"

Now write your title.

Step 2: Create Your Introduction

Every Authority Asset should begin by demonstrating that you understand the questions, concerns, and decisions your potential clients are struggling with and reassuring them that they are about to get the clarity and answers they've been looking for. Show them that you understand their situation and can help them.

Use this Introduction formula:

Who is this for?

What problem does it help solve?

What will they learn?

Example

"If you're planning to apply for a Visitor Visa, understanding the most common reasons applications are refused can help you avoid costly mistakes and improve your chances of success.

In this guide, I'll walk you through five common mistakes I regularly see and explain what you should know before starting your application."

Now write your own introduction using this formula.

Keep it short, One or two paragraphs is enough.

Step 3: Create Your Three Key Points

This is the main content of your Authority Asset.

Think about the three most important things someone should understand .

For each point, answer three questions:

What do they need to know?

Why does it matter?

What mistake should they avoid?

Keep it practical and easy to understand.

Step 4: Create Your Conclusion

Your conclusion should summarize the key message.

Use this conclusion formula:

Recap the key points.

Reinforce why they matter.

Transition to the next step.

Example

"As we've discussed, avoiding common application mistakes, providing strong supporting evidence, and understanding eligibility requirements can significantly improve your chances of success.

Taking the time to understand these issues before applying can save time, money, and frustration."

Write a short conclusion using this structure.

Step 5: Define Your Next Step

Now tell people what to do next. Many professionals create valuable educational content but forget to guide people forward.

Don't assume people know what to do. Tell them.

For example:

- Book a consultation
- Submit an inquiry form
- Request a review
- Buy service or product

Example

"If you'd like help evaluating your situation and determining the best next step, click the calendar link below to schedule a consultation"

Keep it simple with one clear action you want them to do.

On Day 4, we'll discuss the different formats you can use to deliver your Authority Asset and build your Client Pathway—the process that guides potential clients from discovering your expertise to becoming your client.

See you on Day 4.