

Session 4: Build Your Authority Asset

Welcome to Session 4 of the Authority Engine Evergreen Visibility System.

Over the last three days, you've identified who you help, chosen your Expert Topic, and created the core content for your Authority Asset.

Today, we're going to bring that asset to life.

By the end of this session, you'll know how to deliver your Authority Asset, what tools you need to support it, and how AI can help you create professional content without adding hours of work to your schedule.

One of the biggest challenges professionals face today is technology overload.

There are thousands of AI tools, software platforms, video tools, marketing systems, and automation solutions competing for your attention. Trying to figure out which ones are worth using can quickly become overwhelming—not to mention expensive.

The reality is that most professionals don't have the time, interest, or budget to spend months testing dozens of tools.

I know because I've done exactly that.

I've invested a significant amount of time and money researching, testing, and comparing tools.

The tools I recommend throughout this program are, in my opinion, some of the easiest to use, most affordable, and most practical options available for professional service providers. Most importantly, they do the job without adding unnecessary complexity.

Of course, you're free to use any tools you prefer.

The goal is not to build the most sophisticated system.

The goal is to build the simplest system that works.

And my goal is simply to help you avoid the overwhelm, shorten the learning curve, and get your Authority Engine Evergreen Visibility System up and running as quickly as possible.

Step 1 is to Choose Your Authority Asset Format.

You already have the message.

Now it's time to decide how you want to deliver it.

There are many effective formats you can use to demonstrate your expertise:

- PDF Guide
- Webinar
- Video Presentation
- Slide Deck
- Report
- Resource Page or Blog

The best format is the one you'll actually create and use.

And remember, the same content can often be repurposed into multiple formats later. A webinar can become a video. A video can become a guide. A guide can become a presentation.

The message stays the same.

Only the format changes.

In this session, we're going to focus on one of the most powerful—and often the most intimidating formats for professional service providers: video.

That could be a simple educational video or a webinar.

Why video?

Because it allows potential clients to engage with your expertise in a more personal and engaging way. It helps build trust, demonstrate credibility, and communicate your value more effectively than almost any other format.

The challenge, of course, is that many professionals don't want to spend their time recording videos.

One of the most common questions I hear is:

"Do I need to be on camera?"

The answer is: not necessarily.

For years, creating videos meant setting up cameras, recording multiple takes, editing footage, fixing mistakes, and spending far more time on production than most professionals could realistically afford.

I know this firsthand. AI could remove many of the barriers that prevent professionals from sharing their expertise through video.

And that's why I want to introduce you to the concept of a Digital Presenter.

A Digital Presenter is an AI-generated presenter that delivers content you've created and approved. You control the message, the script, and the expertise being shared. The presenter simply delivers it professionally.

You can customize your presenter to match your brand by choosing the gender, appearance, clothing, voice, and even the language it speaks. Your presenter can be an exact Digital Twin that looks and sounds like you, a presenter that slightly resembles you, or a completely imaginary presenter created to represent your brand.

For professionals like me who don't want to spend hours recording videos or being on camera, this can be a game changer.

A Digital Presenter allows you to create professional videos, presentations, and webinars quickly and efficiently while maintaining a consistent professional presence.

Personally, I use a presenter who resembles me but isn't identical. Others prefer a Digital Twin that looks and sounds exactly like them. There is no right or wrong choice.

What matters is transparency. Whenever I use a Digital Presenter, I make it clear that it is not me speaking directly, but a digital presenter delivering content that I created, reviewed, and approved. In fact, this video is being presented by my Digital Presenter.

Remember, the goal is not to replace you.

The goal is to help your expertise reach more people, in more places, and even in multiple languages—without the time, effort, and pressure of constantly creating video content yourself.

The next step is to Choose the Tools You'll Need

The good news is that you don't need a complicated collection of tools to create your first Authority Asset.

For this stage, you only need two things:

A Delivery Platform

This is where people will access your Authority Asset.

If you're creating a webinar, you'll need a webinar platform.

If you're creating a video, you'll need a video hosting platform or a page on your website where the video can be viewed.

A Digital Presenter Tool

For those who don't want to record videos or appear on camera.

After spending considerable time and money testing different options, I've selected tools that are easy to use, affordable, and effective for professional service providers.

I've included a PDF with the tools I personally use and recommend.

You're welcome to use any tools you prefer. These are simply the tools I recommend based on my own experience.

And one quick disclosure: I don't own or sell any of the tools I recommend. They're third party tools I've personally tested and found useful.

Some of the links may be affiliate links. If you choose to purchase through those links, I may receive a small commission at no additional cost to you.

At this point, you have everything you need to create your first Authority Asset.

You have the message, you've chosen the format, and you know the tools that can help you bring it to life.

Now it's time to create your first Authority Asset.

Remember, your goal is not perfection. Your goal is to create a valuable resource that helps potential clients understand their situation, recognize your expertise, and begin building trust in you before they ever reach out.

In Session 5, we'll connect your Authority Asset to your professional ecosystem and create a clear path that helps potential clients discover your expertise, build trust, and confidently contact you.

See you on Day 5.