

Authority Architecture™

Crafting Your Profitable Persona

Your goal is NOT to attract content junkies looking for their next fix. Instead it's to attract a hungry buying audience who becomes addicted to you as an entertaining and inspiring leader. They're interested in you as a person and the story behind what you do. The more they're connected to your story, the greater permission you have to sell to them.



Everyone is looking for somewhere and someone they can plug into to confirm their personal beliefs, ideology, and day-to-day experiences. They're looking for someone who "gets" them. You can be boring and unassuming in real life as your 'secret identity.' But online you need to stand out as a super hero they can rely on. It's still you, but it's the larger than life version of you. Your readers envy some element of your personality, your adventures, or your stories.

Origin Story

What significant experience or event caused you to go down the path you're currently on? What discovery was made? What problems did you suffer? What was your turning point? What happened in the past that shaped your current perceptions and worldview?

Vision For Your World

What is your reason for existence? What gap is in the marketplace? What 'mission' could your audience join you in and what community could you build around this mission? What villain are you trying to defeat? What are you an 'extremist' about?

Polarizing Point of View

What are the mistakes, myths, and misconceptions in your market? If you had to create '10 commandments' for your audience, what would they be? What are you dogmatic about? What type of 'customer' or audience member would you like to repel?

Common Experience

What childhood experiences influenced you? Heartwarming moments with your family? What about friends growing up, going away to college, meeting your spouse, or major events such as holidays, weddings, anniversaries, vacations, and even funerals? What are your daily adventures, TV shows/movies you love, or your favorite hobbies?

Personal Parables

Speakers often call these “Signature Stories.” What stories can you share that contain a profound lesson: discovery story, adversity story, mentor story, embarrassing story, or even legends? Keep an eye out for stories occurring daily around you that can become parables in your content.

Simplification of Principles

Customers don’t want complex ideas. They want simple systems they can follow. How simple can you make the process? What is the 20% that produces 80% of the results? Can you come up with your own unique title for the process?

Unique Language

What unique words or phrases can you use which will identify you or set you apart? How could someone identify your email or a transcript of you without directly hearing your voice? *“I have no respect for a man who can only spell a word one way.”*

Exclusivity

What are the qualities of your 'insiders?' What qualities do you look for in an ideal client? And who DOESN'T qualify to work with you? Magnetic marketing attracts your ideal customers while repelling poor quality prospects. How do you disqualify poor leads early in the process?

Amazing Abilities (Superpowers)

What amazing abilities or accomplishments do you have? How can you boldly help your customers and clients better than anyone else in the marketplace? As a secondary consideration, what other unique skills do you have that could be related into stories (examples fitness, long-term marriage, etc.)?

Personal Flaws

What is your Achilles Heel? What failures have you experienced? Do you have any faults (that don't hurt your ability to deliver results for your customers/clients)? Do you have any damaging admissions from your past that could be integrated into your personality profile?
