

**"CONTENT MARKETING FOR TRAFFIC, RESPECT & SALES"**



# **AUTHORITY INFLUENCER**

## **CHECKLIST**

THE FIVE STEP SYSTEM TO  
ESTABLISH YOURSELF AS AN  
AUTHORITY IN YOUR NICHE

# The Authority/Influencer Checklist

**Copyright © All rights reserved worldwide.**

**YOUR RIGHTS:** This book is restricted to your personal use only. It does not come with any other rights.

**LEGAL DISCLAIMER:** This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this guide.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The author/publisher cannot therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company name mentioned in this guide are the trademarks or copyright properties of their respective owners. The author/publisher is not associated or affiliated with them in any way.

**COMPENSATION DISCLOSURE:** Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher may earn a commission if you click on them and buy the product/service mentioned in this guide. However, the author/publisher disclaim any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying any mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

## [Checklist Thirty – Content Rocket Collection]

# The Authority/Influencer Checklist

Some people can scream at the top of their (virtual) lungs with some really great niche ideas, and **no one pays attention to them**. And then someone else can suggest that exact same idea, and everyone in the niche goes bananas and thinks they're **some kind of genius**.

The difference?

That second person has **established themselves as an authority or influencer in the niche** so people tend to hang on their every word and think that every idea they present is groundbreaking and brilliant.

If you'd like to have this sort of sway in your niche, then you're going to want to put this authority/influencer checklist to work for you...

### Step 1: Specialize in Your Niche

In order to position yourself as an expert in your niche, it's a good idea to specialize in **one specific topic/subtopic** in your niche.

*Ideally, this should be a topic that no other expert is specializing in.*

Sure, other experts may write and talk about the topic, but what you're determining is if someone has grabbed the mantle in your niche as the **definitive expert on the topic**.

Once you've selected your specialty, then do the following:

- **Brand yourself as the expert in that specialty.** You may develop a slogan around your specialty or even just sign off your emails, blog posts and other content with a line that emphasizes your specialty.

*For example, if you specialize in fixing ineffective sales copy headlines, you might brand yourself as the "Headline Doctor."*

- **Become the “go to” source on that topic.** Be the first in your niche to blog about developing news on your topic of specialty, as well as explain to your audience what this news means to them. Write about your specialty topic on a regular basis (at least weekly).
- **Provide fresh ideas.** Part of being an expert is being able to provide fresh information to your niche. As such, share case studies, unique tips, strategies you’ve pioneered, and other unique information not found anywhere else.

Next...

## **Step 2: Be Perceived as an Authority**

Your second step is to engage in activities that help position you as the authority in your niche.

This includes:

- **Blanket your niche with high-quality content.** Whenever someone in your niche wants to read information in your niche, they should see your name. Seeing your name and content everywhere naturally elevates your status as an expert.

To that end, you can: blog, do guest blogging, create social media pages, optimize your content for the search engines, do viral marketing, promote your content with paid ads, get your marketing partners to distribute rebrandable content, and more.

- **Give interviews.** People who get interviewed tend to be viewed as experts. That’s why you’ll want to try to land interviews in your niche. You can do this by approaching people in your niche who regularly interview others and offering yourself as an interviewee.
- **Publish a physical book.** People tend to perceive authors as experts. You can see if a big publishing house will pick up your book, but self-publishing is okay too (as many people won’t even realize or care that it’s self-published).

- **Become a guest speaker.** You can do this locally and post the videos on your platforms. You can also become a guest speaker or panelist on webinars and other platforms. (Send out an inquiry to local groups, webinar hosts and similar to offer yourself as a guest speaker. Send a clip of yourself speaking at other events so hosts know what sort of content and experience you provide.)
- **Contribute in popular groups.** This includes big, active Facebook groups, forums, and other communities in your niche. You can also answer questions on sites like Quora.com.
- **Start a blog** and be sure to **post regularly**.
- **Create your own Facebook group** on your specialty topic and contribute regularly.
- Start a **YouTube channel** and post high-quality videos regularly.
- **Seed your market with quality Freemium content** that showcases your expertise and in turn promotes your 'flagship' premium courses and 'tripwire' low cost/entry offers. Study "[Freemium Secrets](#)" to become a master of this strategy.

Next...

### Step 3: Write With Authority

The way you craft your content will help you convey your authority.

To that end, follow these tips:

- **Share unique tips and strategies.** Give people "*whoa – I never thought of that!*" moments when they read your content.
- **Write with confidence.** Don't use weak wording that makes you sound unsure. (E.G., don't use the passive voice in your writing.)

- **Simplify complex subjects.** Break it down into its basic steps and provide plenty of tips and examples.
- **Explain technical and scientific info in lay terms.**

*For example, you might discuss a new scientific article but explain it in a way that your audience understands it.*

Next...

## **Step 4: Tout Your Credentials**

Another way to help establish your expertise is to simply tell people what credentials you hold and why they should listen to you.

You may list things such as your relevant degrees, certifications, results you've achieved (for yourself and others), job experience, volunteer experience, awards, accolades, prominent endorsements and similar.

You can share your credentials in the following places:

- Your website "About" page.
- Bios within your products.
- Sprinkled into your content.
- Posted in your social media bios and content.

Use this tactic **sparingly**, as people don't like to read bios about other people (*as they are primarily concerned with themselves and their problems*).

*You can sprinkle your credentials into the content and then prove with the content that you're an expert.*

## **Step 5: Borrow Other People's Authority and Credibility**

Finally, another good way to help establish your authority is to work with other authorities and experts in your niche.

For example:

- Do webinars together.
- Create products together.
- Endorse and promote one another.
- Host an online workshop together.
- Create a YouTube video together.

And similar – the idea is to get your name written alongside the names of well-known experts and influencers in your niche.

Let's wrap this up...

## **Conclusion**

If you want to be one of the people that everyone listens to in your niche, if you want the market buying your products and not your competitors, then you need to position yourself as an authority/influencer. This checklist gives you a great start on doing exactly that.

**Be sure to refer back to it to cover all your bases.**

*One final thing to help you with your content*

...

When You Use Content To Gain Influence/Authority And Increase Traffic & Sales *You're Going To Need Plenty Of It...*

# **Here's The Ultimate Collection Of Content Creation Checklists For Getting Things Done **Fast!****

*"With a whopping 50 checklists covering 250 pages of actionable tasks, you'll go from content rookie to content rocketeer."*

**Grow Your List. Grow Your Traffic. Grow Your Income.**  
**Steps And Strategies To Grow Your Brand And Business With Content.**

Do you know what increases productivity and profitability?

## **Systems.**

Duplicatable, repeatable processes that streamline and simplify getting from where you are to where you want to be.

Everyone from pro athletes to surgeons to kindergarten teachers to auto mechanics to fry cooks all have them, use them and succeed by them.

All things being equal, the better the system, the better the success.

For you as a business owner that now knows my Freemium Secret, perhaps the most important system you can develop and use is your content creation system.

Why is this one so critical?

Because everything you do depends upon creating good content.

Content is at the center of your email marketing, traffic generation, product development, marketing, branding, conversion, list-building, authority-building, relationship-building, partnerships, credibility, social media



presence, revenue generation and everything else that you do to generate benefit for your audience and profit for your business.

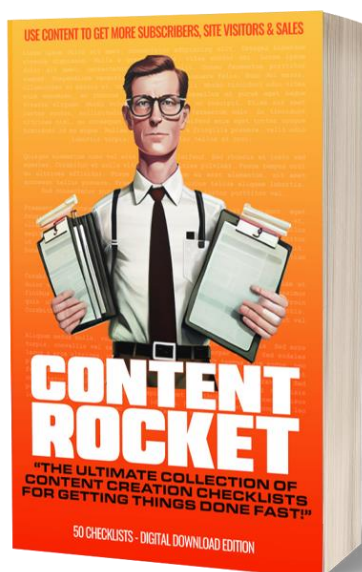
Not only is it important that you have a good system in place for creating content because your income and influence depend upon it, but also because you need to get a lot of things done through content.

With so many moving parts, being efficient is essential. You want to get maximum results from minimum effort... *and I'm about to help you with that.*

*There Are Many Different Pieces For Large-Scale Content Creation. The Good News Is, You Don't Have To Figure Out Any Of Them On Your Own.*

## Introducing: **Content Rocket**

*250-Page PDF Available For Immediate Download*



Let's make sure we're on the same page about something.

I call these 50 resources “checklists,” but they're really mini blueprints. They are “no fluff, no filler” systems that are “easy to understand, easy to use” no matter what niche you're in and no matter what kind of content you need to create.

Each checklist gives you an overview of the steps you need to take, plus offers up plenty of tips, ideas, insights, examples, templates, dos and don'ts, and more to make all of your content creation faster, easier and better.

We'll cover everything from generating ideas to market research to fine-tuning and formatting – and everything in between.

The goal is simple: to increase the productivity and profitability of the content you create to serve your audience.

Specifically, here are the fifty checklists included in *Content Rocket*...

- **The Ultimate Checklist** gives you an overview of everything you need to do to create high-quality, highly effective content to grow your business.
- **The Goal-Setting Checklist** helps you decide how to use your content in the most profitable way.
- **The Topic Generation Checklist** helps you quickly and easily generate dozens, if not hundreds, of topic ideas your audience is sure to love.
- **The Brainstorming Checklist** shows you how to expand your creativity to brainstorm topic ideas, content angles and more.
- **The Idea Starters Checklist** helps you generate dozens or even hundreds of content angles and ideas for ANY topic and ANY niche.
- **The Talking Points Checklist** shows you what to include in every piece of content you create so you always have something helpful to share.
- **The Knowledge and Experience Checklist** shows you how to maximize your knowledge and experiences to create unique, highly effective content.
- **The Research Checklist** shows you how to do great research for any piece of content so your audience grows to trust what you say.
- **The “Know Your Audience” Checklist** shows you how to get deep insights into your audience so you can create content they want that really resonates with them.
- **The Surveying Your Audience Checklist** is all about the RIGHT way to survey your audience while avoiding skewed and biased answers.
- **The Titling Checklist** delivers a surefire process to help you create attention-getting content titles that stand out and get clicks.
- **The Outlining Checklist** helps you create a logical order for your content to make it more useful for your audience (which makes them happy).

- **The Organizing Checklist** goes a step beyond outlining to help you organize your content in a way that makes it faster and easier to write.
- **The Writing Checklist** provides tips and tricks for making the writing process itself faster, easier and better.
- **The Opening Checklist** helps you get your readers' attention immediately and builds anticipation so they keep reading.
- **The Closing Checklist** provides instruction for closing your content, including encouraging readers to click on your links or take your other desired action.
- **The Transitions Checklist** helps you create content that flows smoothly from beginning to end so that your audience doesn't get "stuck" anywhere.
- **The Revision Checklist** shows you how to turn your first draft into a high-quality piece of content that makes you look and sound like a pro.
- **The Say More Checklist** helps you decide when you need to expand on parts of your content to make it more useful to your audience.
- **The Say Less Checklist** helps you determine when to cut portions of your content to make it more focused and fluff-free.
- **The Simplify Complex Processes Checklist** shows you how to better help your audience with how-to processes (which, in turn, helps establish your expertise).
- **The Readability Checklist** helps you create content that's so easy to read that your users are more likely to stay glued to the page right until the very end.
- **The Fine-Tuning Checklist** reveals how to do those final tweaks on your content draft to create something your audience truly will benefit from.
- **The Graphical Enhancement Checklist** shows you how to provide extra value to your readers (and increase effectiveness) with a variety of graphics.
- **The Formatting Checklist** shows you how to format your finished content so that it looks professional and is easy to read.

- The Recycling/Repurposing Checklist helps you speed up content creation by showing you how to repurpose your existing content.
- The Using PLR Checklist provides another way to speed up content creation by licensing other people's content.
- The Engagement Checklist offers ideas and insights for creating content that engages your readers right in the beginning... and keeps them interested right until the end.
- The Personality Checklist shows you how to inject your unique personality into your content, which in turn makes it easier to build great relationships with your audience.
- The Authority/Influencer Checklist gives you a list of ways to establish yourself as a niche authority so that when you talk, people listen. *[THIS IS THE CHECKLIST YOU NOW HAVE]*
- The Adding Value Checklist shows you simple ways to increase the perceived and real value of any piece of content to better secure and serve your audience.
- The Assignments/CTA Checklist shows you how to make your courses and similar content more useful by providing assignments at the end of each lesson that help your audience get results.
- The Evergreen Checklist is all about making your content "timeless" so that your autoresponder emails, blog posts and other content are effective for months or years to come.
- The Uniqueness Checklist shows you clever ways to create fresh, unique content – even if you're writing about an "old" topic.
- The Storytelling Checklist shares tips and tactics for effectively using storytelling to capture your readers' attention and make them want to learn more.
- The Shareworthy Checklist shows you how to create content that your audience will be excited to share with their friends.
- The Preselling Checklist delivers a revenue generating strategy crafting free content to convert prospects into paying customers.
- The Content Monetization Checklist shows you a variety of ways to turn content that brings benefit to your audience into content that brings profit to your business.

- **The Content Marketing Checklist** shows you how to get your content in front of as many targeted visitors as possible to grow your subscribers, site visitors and sales.
- **The Content Syndication Checklist** gives you a step-by-step tutorial for making the most of every piece of content through syndication.
- **The Guest Blogging Checklist** gives you another strategy for getting your content published on other high-quality websites.
- **The SEO Checklist** gives you instructions for optimizing your content so that it becomes more visible in Google and other search engines.
- **The Social Media Content Checklist** offer steps, tips and hacks for creating content that gets likes, comments and shares on social media.
- **The Selling PLR Checklist** offers another way to make money with your content by selling private labeling licensing.
- **The Productivity Checklist** shows you how to get more writing done in less time with productivity ideas and insights that are proven to work.
- **The Shortcuts Checklist** speeds up your content creation and gives you another way to get more writing done in less time.
- **The Outsourcing Checklist** shows you how to free up your time by hiring freelancers to create your content for you (or do your research and outlining for content you write yourself).
- **The Calendar Planning Checklist** gives you a strategy for planning an effective, profitable content calendar throughout the coming months.
- **The Overcoming Mistakes Checklist** shows you how to overcome and learn from your mistakes, both big and small so that you get the best results.
- **The Improvement Checklist** shows you how to become a better, more effective writer by up leveling your content creation.

**“Content Rocket”** is a completely new, never-before-released set of our mini-blueprints that include only our best field-tested ideas that come from more than 20 years of personal experience creating content (*and teaching others to do the same*).

## 50 Checklists. 270+ Pages. 1 Immediate Download.

*Just so I'm completely clear:*

These aren't in-depth guides that provide detailed instructions (you've just read everything you need to know about using premium quality free content in the checklist you're reading now)... and if you apply what you've learned then your business will grow fast!

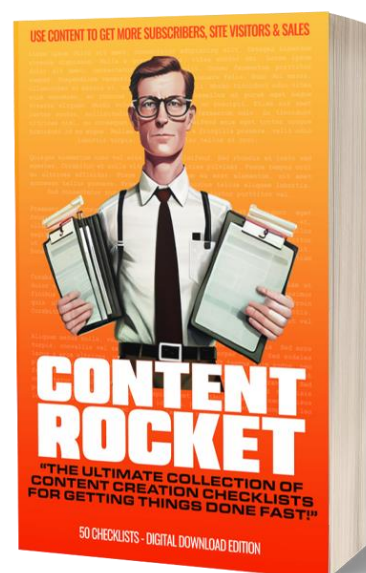
But I don't want you to be **held up by the process of creating content...** *(It's the roadblock that derails many marketer's best laid plans) :-)*

So Content Rocket's checklist collection is simply a **must-have resource** for you if you want to learn how to create content that generates benefit for your audience and profit for your business...

***... faster, easier and better than before.***

If you're after a boost in productivity and profitability, then this set of checklists is for you. It hand-delivers **only the best and most important** "start to finish" steps and strategies and ideas and insights to help you with all your content-creation needs.

If you're interested in **increasing your productivity and profitability** (and who isn't?) while serving your audience well with your content, then Content Rocket is going to be a resource you turn to over and over again.



Secure your copy now:

[\*\*CLICK HERE TO DOWNLOAD CONTENT ROCKET\*\*](#)