

# **SIYOP Workshop**

## **Session 5-1**

### **The Authority Wheel**

Welcome to this session of Stepping Into Your Own Power. Today we're going to be going through session five and what you're going to learn is I'm going to talk about the Authority Wheel. To give you an overview of what the Authority Wheel is and how you can start visualizing the different things that you can do and how they fit together very purposefully. Things that a lot of people may not see and neglect when you can actually leverage the power of this wheel to really amplify the power of each of the individual pieces that you're doing.

We will also talk about creating pitches that make hosts want to book you. One of the biggest opportunities there is out there is to get interviewed and be recognized as that expert and there's a lot of people that go about it the wrong way. There's really some very powerful effective ways to do this and I'm going walk you through that.

We're also going to talk about finding interview opportunities. There are opportunities around every turn to be interviewed. A lot of people think that it's something beyond their reach, but I can tell you it is absolutely not now that you've gotten to the point of understanding

your micro-specialization, really honing in on the problem/solution that you provide.

Then we're going to talk about repurposing content. This is definitely going to be an extremely powerful eye opener for a lot of folks that don't realize kind of what they're leaving on the table, or what they're wasting as far as repurposing the content that they already have. So with that, we're going to get started off with the Authority Wheel.

What the Authority Wheel is, it's really a hub and spoke model. If you're familiar with that, a hub and spoke. The hub of the Authority Wheel is really kind of your micro-specialization is your core content that you can create, you probably already have created. The different spokes of this authority wheel are going to be articles. They're interviews. It's book publishing, news releases, podcasting. And once you take a look at these different things that you can do, you're going to be able to really put these together almost like pieces of puzzle to see how they can connect. That they're not necessarily or have to be individual separate pieces, they can actually fit together in order to strengthen one another.

First of all, let's think about if you have an article. There's an article that's written about you or you put out there. One of the easiest, most obvious ways to tie this into the Authority Wheel is doing a news release around this article, around the fact that you are featured in this article, written about in this article to be able to tie these two

together because it's also two different pieces of content that you can use in your authority marketing packages.

An interview you do radio, podcast, TV interview, that's also another opportunity to do a news release around that. What you're doing is you're building up more and more things about yourself, not only positioning that recognition for being interviewed, but also the fact that that interview is being talked about in the media as well through an authority news release. The same goes with a book publishing being able to take that publishing doing news releases and as you build in to having a podcast even of your own. To have that done, you'll see some examples of how we do this and how you can do this as we go through this.

But you can also see and you'll see in the section where we talk about repurposing content is how the content of these different spokes in the Authority Wheel can actually be used and repurposed to create one of the other spokes in the Authority Wheel. How podcasts can turn into articles, how articles can turn into books, how books can go right back into, turned into podcasts, articles. It's all intertwined. It can all be repurposed.

One of the things that you have to think about as you visualize this, is really take a look at the content that you have and where would it fit into the Authority Wheel? The Authority Wheel isn't some finite fixed

thing with these sections. There's other things that can fit into the Authority Wheel, but this is to serve as your base.

Other things that can fit into this Authority Wheel can be live events. It can be webinars. It can be any number of things as long as you have it kind of sectioned off and you can identify that spoke, you can build this Authority Wheel out bigger, even double what this is. But think about it as a wheel and that when you do a piece of content, think about how it can be strengthened by another spoke of the Authority Wheel, or how it can lend itself to another spoke in your Authority Wheel as well.

Really what you want to make sure that you do through this is to not let something occur and then just let it sit. Don't just do one interview and think that that's the end, and that's the benefit. The benefit ends with you doing this interview. We have so many clients that will go and do a TV show and they think the extent of the benefit of that is, "Well it was on TV last week. Boy it was great. I hope a lot of people watched it." Because that's the benefit that you're going to get.

You can take that and add it into the Authority Wheel and really strengthen and amplify it way more than most people ever can imagine. That is something you can do with that content, or that event.