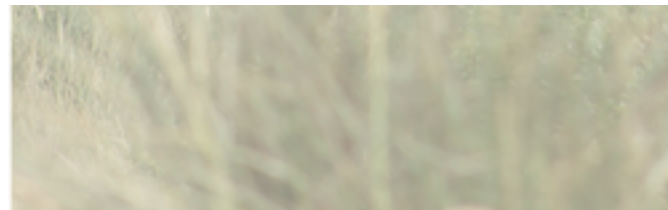
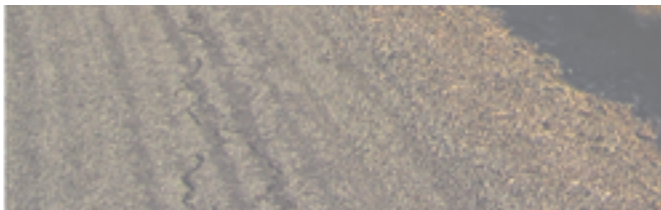
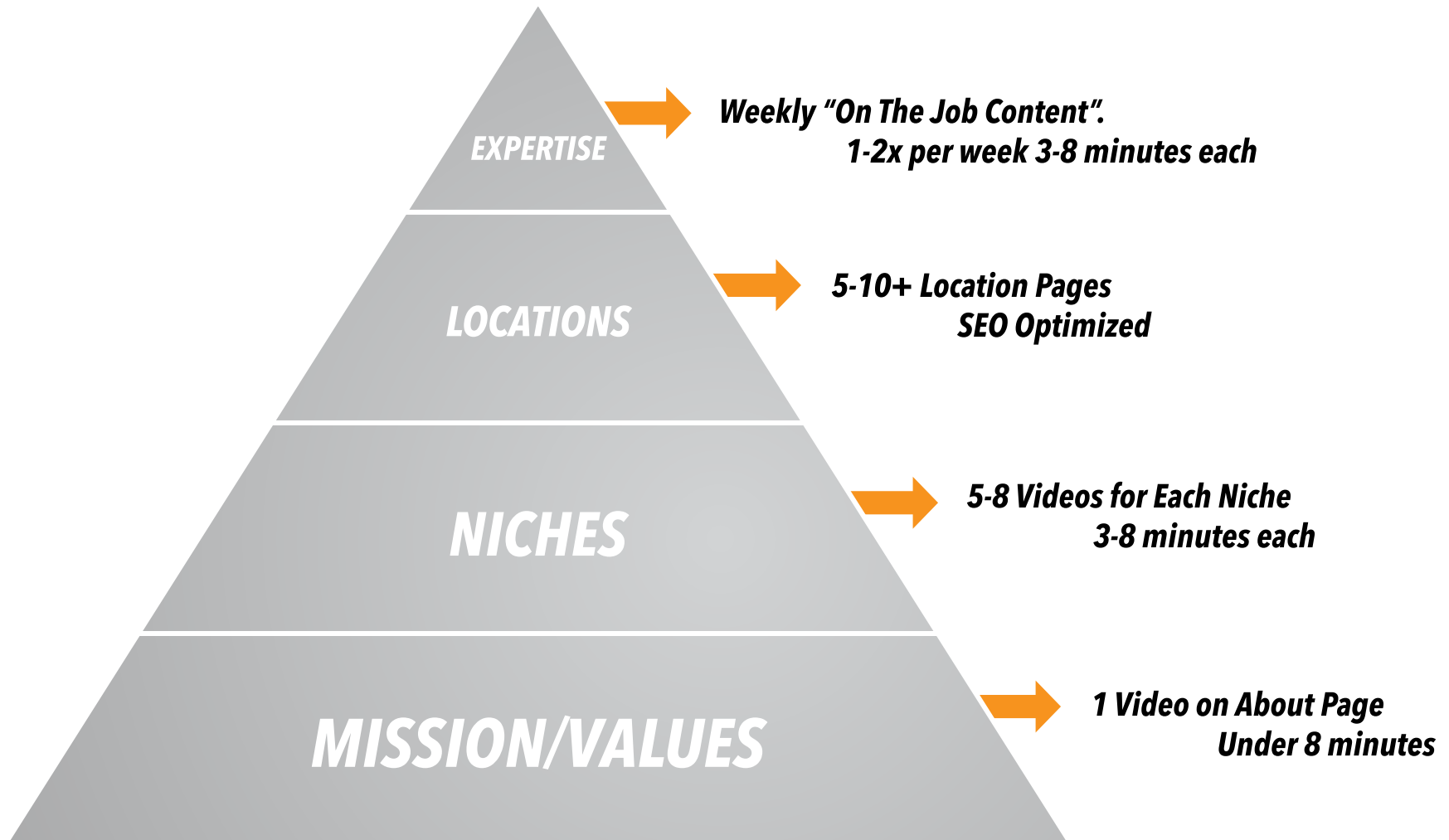




carrot | **Authority Builder™**



AGENDA:



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TOTAL TIME COMMITMENT= _____

BRAINSTORM:

MISSION:

Why do you
love what
you do?

NICHES:

What will you
focus on?

#1 _____

#2 _____

#3 _____

LOCATIONS:

Where do you
do business?

PRIMARY: MAIN CITY(S)

NICHE LOCATIONS: NEIGHBORHOODS, AREAS, NICHES

EXPERTISE TO AMPLIFY:

What sets
you apart?

EX. 15 YEARS EXPERIENCE WITH RANCH/LAND/BEACHFRONT

START CONTENT PLAN

NICHE #1 _____

Problems/Questions (5-10)

-
-
-
-
-



VIDEO TITLES: FROM GOOGLE SUGGESTED RESULTS

-
-
-
-
-

NICHE #2 _____

Problems/Questions (5-10)

-
-
-
-
-



VIDEO TITLES: FROM GOOGLE SUGGESTED RESULTS

-
-
-
-
-

NICHE #3 _____

Problems/Questions (5-10)

-
-
-
-
-



VIDEO TITLES: FROM GOOGLE SUGGESTED RESULTS

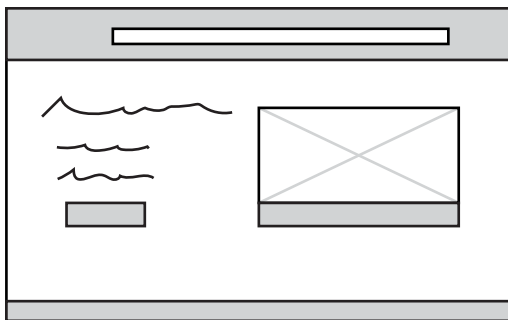
-
-
-
-
-

NICHE VALUE ADD LANDERS

Niche #1 _____

-
-
-
-
-

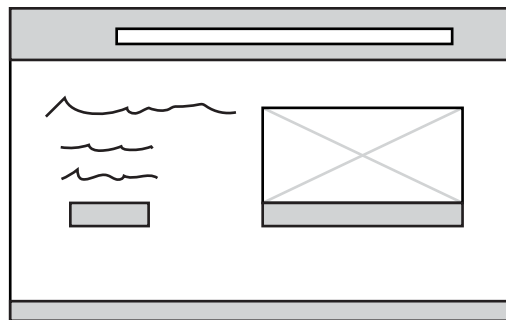
Hooks:



Niche #2 _____

-
-
-
-
-

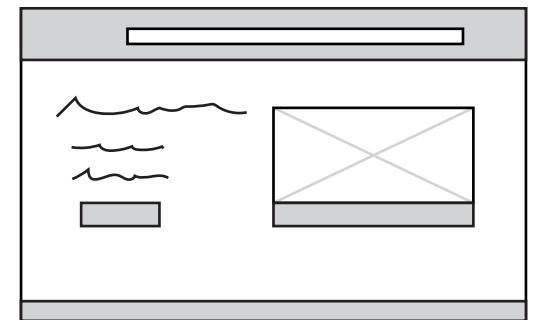
Hooks:



Niche #3 _____

-
-
-
-
-

Hooks:



AUTHORITY ENGINE

DISTRIBUTE

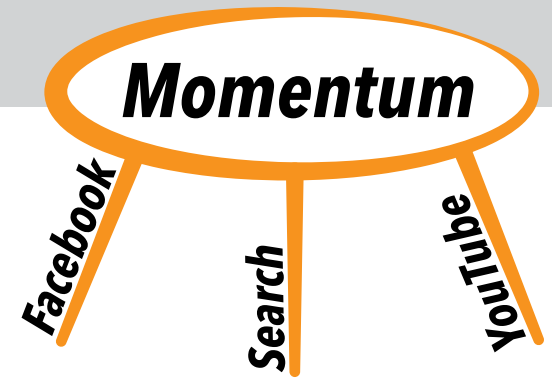
1. **Videos to YouTube (5min)**
Carrot Optimization Maximizer



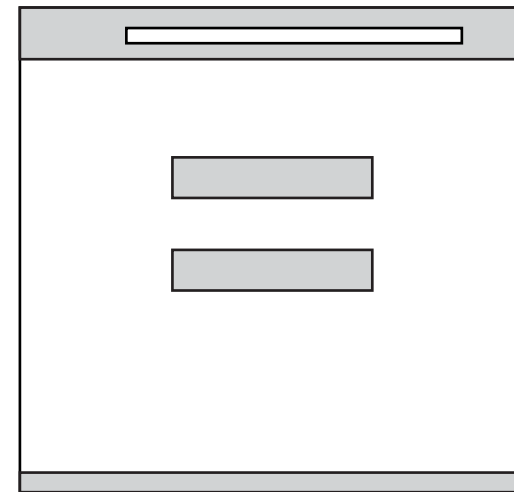
2. **Video post in Carrot (5min)**



3. **Video Uploaded to Facebook (5min)**



4. **Video Should Drive To**
VALUE ADD LANDER
For that Niche



5. **Repeat Weekly With**
"On The Job Content".

NICHE EXPERT SERIES

Video Framework 3-5 min

Intro/Pre-frame: (20 seconds max)

Who are you?
Who is this video for?
What will they learn?
What benefit will they get?

Bridge: (10 Seconds)

Seed your Value Lander
Transition to content

Expert Value: (2-5 minutes)

Deliver content/Answers to ONE common problem or objection

Call To Action: (30 seconds)

"If you want to get the whole video series on...
...go to [yoursite.com/text](#) or hit me up with a text at ...