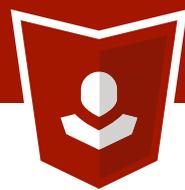


Copyblogger

Authority Plan



Authority



Online authority helps you build an audience around your product or service.

Copyblogger's Authority Plan gives you a flexible framework you can use to build a business based on your online authority. Here's how it works.

It all started when Seth Godin asked Brian Clark what "side" he saw himself on.

Was Brian a feel-good marketer ... the type who gathers an audience but who finds it tough to ask for the sale?

Or was he the high-pressure (maybe even pushy) kind who uses aggressive tactics to push the transaction through?

Brian's answer was that he's a new kind of marketer: the kind who builds authority and trust by offering information and guidance — and who also knows how to skillfully guide prospects toward making a purchase.



Sonia Simone summed this up in a post called **Is Your Tribe Holding You Down?** She asked, *“Could a tribe form around ethical business practices; effective persuasive communication that actually sells something; respectful relationships with customers; and a commitment to keeping the White Hat on at all times?”*



Our answer to Sonia’s question is the **Authority Advanced Content Marketing Training Program.**

Authority is a home for people who create content that’s helpful, entertaining, and engaging in order to attract an audience to their products and services.

They learn to build effective content that takes their prospects on a journey — a journey that ends in a transaction.

And they’re not afraid to learn the persuasive techniques that will help their prospects make a buying decision.

If that sounds like the way you want to build your online presence, read on.



What you'll find in this document

The Copyblogger Authority Plan will share more details about how we will help you build your online authority. We'll let you know what you can expect from our program; how much time you'll need to devote to it each week; and details about what you'll get as a member.

We hope to anticipate and answer any questions you may have so you can make an informed decision about whether to join the program when it opens up next week.

If you're a Copyblogger reader, Authority is where you'll learn how to apply what we share on Copyblogger to your own business. That's what Belinda Weaver did:

"I've been learning from Copyblogger since I started my business in 2009 but I hesitated to join the Authority program. Could I really learn enough to make a difference? **Yes! It was only once I joined the Authority program that I turned ideas into action.** It's been a marketing level up!" – **Belinda Weaver**



What you'll find inside Authority

The Authority library contains more than 300 hours of education.

Have a question about an online business topic? Chances are, we've already covered it at least once, and we brought in top-notch experts to share their best information.

And coming in the fall of 2016, we'll be revealing a series of small courses designed to help members educate themselves in content marketing and online business using the resources inside the program.

As with the rest of the Authority program, these will be self-paced courses. They're designed to help you master specific topics that are crucial to building an authority-based online business.

How we'll help you learn

We know people have different learning styles so we package Authority lessons in multiple formats. Lessons feature audio, video, and full transcripts. Many lessons have supplemental worksheets, checklists, and handouts you can use to apply what you're learning.

Authority is a self-paced program — that means you can dive in deep when you need to master a topic, or take a break if you get busy.

And if you have questions about anything you're trying to master, the team is a click away in our private member forum.



Courses coming in Fall, 2016

- **Setting the Stage for Online Authority**
- **The Authority Online Marketing Best Practices**
- **Authority Audience Builder**
- **Authority Advanced Content Marketing Strategies**
- **Authority Profit Builder**
- **Authority Marketing Core**

We may sell these courses separately in the future, but they'll be 100% free to current members — another great reason to join us next week.

How Authority works

After registering, you'll get immediate access to the entire **Authority library of information**. And we'll add you to our **member email list**, which means you'll receive email notifications about our **live Friday sessions** (more on those in a moment). Plus, you'll be able to read and post questions to your Authority colleagues and members of the Rainmaker Digital team inside our **private Authority member forum**. You'll also be eligible for special **Authority-only discounts** for other Rainmaker Digital products.



You'll have ongoing access to the materials inside Authority. If you need to, you can slow things down and take more time to learn — it's completely up to you.

"The whole experience of developing and serving an audience first has been — and continues to be — very rewarding." —**Kirt Boxell**

Another reason to love Fridays: Authority live events

Authority offers weekly educational sessions led by the Copyblogger editorial team, Rainmaker Digital staff, and special guests. Every Friday, you'll have the opportunity to master another element of online authority. The education lasts about an hour — and we answer questions at the end of each session.

All live sessions are recorded and we post the replays within a few days of the event so you can watch at your convenience. Read on for a week-by-week look at our Authority live events schedule.

1ST FRIDAY OF THE MONTH:

Authority Master Class sessions

The month starts off with an in-depth educational session which focuses on making you a more effective content marketer. Each Master Class session



features a downloadable bonus — a worksheet, checklist, or planner — so you can apply what you've learned to your own business. And each master class session features an accountability forum thread where you can ask questions and report on your progress.

2ND FRIDAY OF THE MONTH:

Authority Business Coaching (ABC) sessions

Once a month, you may apply to participate in a members-only webinar that solves a challenge you currently face in your business: think of it as a public coaching call designed to benefit everyone. Members get targeted coaching from the Copyblogger editorial team or Rainmaker Digital staff, and everyone benefits from discovering new approaches to real-world challenges.

"The focused, personalized attention is incredibly valuable. (You) gave me very specific ideas for improvements to my website, and specific recommendations for products I can create. I've been wrestling with the product idea and — in true fashion — overcomplicating it. The ideas Pamela and Sonia offered are very doable, and very smart." —**Diane Krause**



3RD FRIDAY OF THE MONTH:

Q&A sessions

These calls offer you the opportunity to ask questions and get answers direct from the team at Copyblogger and Rainmaker Digital. No question is too small or too basic!

“The most valuable part for me has been the Q&A sessions — where I get direct feedback on burning challenges I’m having with my business. It feels like I have my own personal board of advisors. They’ve transformed the way I view my business, and helped me to think big!” –**Sonia Thompson**

4TH FRIDAY OF THE MONTH:

Behind the Scenes sessions

Once every month, we host a webinar with someone from our community who has had measurable success using content in their online business. They share their story, their advice, and their guidance for others in the community. This is a rare opportunity to see what’s working now for someone in a similar situation to yours.



The Copyblogger Authority Plan: A Process Map





About your teachers

The Authority Advanced Content Marketing Training Program is taught by Sonia Simone and Pamela Wilson.

Sonia and Pamela are respected professionals with almost 60 years of marketing experience between them. They're also skillful teachers who have a gift for making complex topics easy to understand and enjoyable to learn.

Read on to learn more about Sonia and Pamela.

We are here for you

We've created a nurturing learning environment inside our Authority community and we'll be with you every step of the way.

You can pace yourself and learn in the way that works best for you. You'll never get stuck, because we'll be there to help guide you and answer any questions you may have.



Sonia Simone



Sonia is a founding partner of Rainmaker Digital, which formed in 2010, and she serves as the company's Chief Content Officer.

She has an extensive background in traditional marketing, both with startups and in more-established corporate environments.

Sonia is the publisher emeritus of the [Copyblogger blog](#), as well as the leader of our bustling virtual community for content marketers, [Authority](#).

She hosts two podcasts:

- [Confessions of a Pink-Haired Marketer](#), a highly opinionated take on the mindsets and habits of successful folks
- [Copyblogger FM](#), a podcast for and about content marketers

Sonia's marketing philosophy is that a company's marketing is, very simply, the sum total of everything that company communicates to its customers — both in words and actions.



Because of this, she considers herself a teacher as much as a marketer. She places the relationship with the audience of prospects and customers above everything else, and that's the approach she teaches our students.

Pamela Wilson



Pamela's career in marketing began in 1987.

In 1992, she started her own marketing consultancy and design studio, where she offered award-winning design and marketing solutions for local, regional, and national clients, in English and in Spanish.

In 2009, she caught the "online bug," and successfully molded her professional experience into an online offering, Big Brand System. Big Brand System is a resource for small business owners who want to build a recognizable brand using skillful marketing and smart design decisions.

[Pamela wrote her first guest post for Copyblogger](#) in 2010. Within a few months, she was asked to contribute to Copyblogger on a monthly basis.

In 2014, Pamela was invited to join the team at Rainmaker Digital, where she is currently Executive Vice President of Educational Content. In addition to



creating education for the Authority program, she contributes to the Certified Content Marketer program and leads the editorial team for Copyblogger.

Pamela's first book, *Master Content Marketing: A Simple Strategy to Cure the Blank Page Blues and Attract a Profitable Audience*, will be published in October, 2016. You can hear how she developed and wrote her book on the [ZeroToBook.FM](#) podcast.

But that's not all ...

We're fortunate to count on the wisdom and participation of the entire team at Rainmaker Digital and our extensive professional networks. Inside the Authority library and in our live sessions, you'll find sessions with:

- Brian Clark
- Amy Harrison
- Charlie Gilkey
- Jerod Morris
- Robert Bruce
- Andrea Vahl
- Stefanie Flaxman
- Brian Gardner
- Sean Jackson
- Chris Garrett
- Beth Hayden
- Jon Morrow

... and many more, including Authority members themselves.



Read more about Authority on Copyblogger

For more on the Copyblogger way to build online authority, [read our articles about online authority on Copyblogger](#).

Our way of building online authority might be different than what you've seen elsewhere. Here's what we believe:

"It really boils down to the demonstration of expertise through delivery of valuable content as opposed to claiming expertise or saying, 'We're number one.' It's the difference between marketing messages — **and content that actually creates the experience of authority**. This is an important distinction that can be summed up with the short phrase, 'Show, don't tell.'" —**Brian Clark**



Our members say the nicest things ...

“Sometimes I have a clear reminder of why I love the content you guys produce so much.

The webinar ... was simply fantastic. It was gold for me – from beginning to end. That’s why I keep coming back to Authority for more and more.

Simply put, GOLD.

Thank you Sonia, thank you Pamela, for the great work you are doing.” – **Rod Caetano**

Ready to register? Watch your inbox.

We hope this information gave you more insight into the Authority program and what we have waiting for you.

If you’re ready to get started, we would love to see you there! Watch your inbox for an invitation to register very soon.