

MODULE 3: CUSTOMERS AND YOUR Competitive Advantage 0% COMPLETE

- Write Your BRAND AUTHORITY BIO (& create your BRAG BANK) (13:07)
- Create Your FANCY FRAMEWORK (& Unique Methodology) (28:40)

Module 3: CONTENT

- LEARNING & DOING OBJECTIVES (21:31)
- TASTY COURSE TITLE & SUBTITLE (13:04)
- UPDATE YOUR MVC CANVAS
- \*OPTIONAL\* Write your one-of-a-kind course CONTENT OUTLINE (20:22)

MODULE 4: CONVERSIONS

- How to PRICE YOUR COURSE (30:01)
- How to Launch: The 9 MENTAL TRIGGERS of a Launch (11:43)
- PHONE FUNNEL: Overview
- PHONE FUNNEL: What to

### Write Your BRAND AUTHORITY BIO (& create your BRAG BANK)

Positioning yourself as a "Brand Authority" means the difference between being able to price your course at \$1,000 and not being able to price it over \$50. People are willing to invest in a premium course if the course creator is an "Authority," and positioning yourself as one is easier than you think!

In this video, you'll learn:

- How to uncover your unique Brand Authority
- How to create your "Brag Bank" of accomplishments and experiences
- How to write your "Brand Authority Bio" that will help you avoid becoming a "me, too"

When you finish watching the video:

1. Write your BRAG BANK and BRAND AUTHORITY BIO on your COURSE BLUEPRINT.
2. Share your Brand Authority bio in our Facebook group!

**Discussion**

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**Erika Carrillo**

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10 comments

**Kenyatte Tidwell** 7 days ago

I actually had case studies written out, previously. It is amazing how I overlook what I do daily. My boyfriend recalls my accomplishments faster than I... any who definitely a great assign.

**Candice Odom** 9 days ago

Brand Authority bio - complete

**Candice Odom** 9 days ago

I was hoping there was a worksheet template for this lecture. But either way, I am eager to piece together my brand bank bio. I am going to make sure I keep adding to this bio over time.

**Cathy D. Steverson** 14 days ago

It really is amazing at how much you overlook your own accomplishments, talents and unique abilities... this was a great eye opening activity. Girl, I love you.. you make all this seem so easy and doable...and it is!

Moving forward...a little slower than some, faster than others, but forward for sure!!  
Cathy

**Erika Matos** a month ago

I haven't really had any professional wins in this topic. Any pointers on taking what I've done and turning it around to create brand authority? I think this is one of the pieces that keeps me stuck believing that I can't sell without "proof". HELP!

**Paula** 22 days ago

That's my struggle as well. I'm not selling a "quantifiable" product per se. I'm selling "increased ministry impact". How do you quantify that? Results are subjective, right?

**larue.howard@larueministries.com** 2 months ago

It's amazing... when I consider the number of years I've spent talking vocal health and vocal function, helping singers learn the fundamentals of being a vocal athlete, I surprise MYSELF. lol. This is very eye-opening! Thank you!

**Danielle Leslie** a month ago

Riiight?! Don't we underestimate ourselves ALL THE TIME? Love it, LaRue!

**Instructor**

**Deane Nelson** 4 months ago

Because the work that I do is largely preventative, it's not as quantifiable as sales...but I have used the length of time I've worked in the field and the types of people that I've helped i.e. those suffering from allergies or asthma, parents with newborns, people with compromised immune systems, those in treatment for cancer...  
Very helpful Danielle!

**Danielle Leslie** 4 months ago

Awesome, Deane. That's perfect!

**Instructor**