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90210 2 Brian's Storyline

Now, I'm going to go over my storylines, just so you can get a really good grasp of what this concept is and how it works just through a live example of mine.

Storyline 1 is about authority alchemy. About the podcast, blog posts, the trainings we're doing, live webinars. We share clients' success stories sometimes. And also just some general authority marketing tips. I just give some general tips or advice on establishing yourself as an authority. That's one storyline that I follow.

Storyline 2 is being a family man. Lots of pictures of kids and comments and people inside our life of me as a dad and seeing what I'm doing with my family is big.

Internet marketing community member, where I poke fun at the internet marketing community as a whole. Or sometimes I'll just ask questions of the group and see what people are doing, what they're thinking about certain topics. Or it might be some advice.

Storyline 4, Down syndrome awareness. As you may or may not know, my son, Jackson, who's three, has Down syndrome. So I post a lot of things about that. The effect it has on our lives and posting motivational things out there with people with Down syndrome as the base of that.

Storyline 5 is about a dude getting older that's frustrated with government, new music and lazy people. And you'll see these in my stuff quite a bit. I love posting this kind of stuff. It's one of, I think the most fun. It's just getting out and complaining about government or make fun of Justin Bieber or electronic dance music or whatever else is going on how. And then lazy people are my thing that just drives me crazy. I'll hit on those five topics.

So storyline 1, we're going to go over and see if these are good topics. Authority Alchemy. Is there passion in the audience? Yes. We hit number four already in the marketing podcast. We're growing it. Every week is getting better and better. We're breaking our downloads records every

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week. People are really liking it. So there's a very passionate audience in there.

Is there a potential for content? Absolutely. There is unlimited potential. We can talk about everything as it applies to authority. So we have a new show every week and we have a guest every other week. We have blog posts every week. So we've got tons of content we can share.

Progression over time? Absolutely. There are always new things that we're doing. Sharing client success stories. New great things that are happening with our clients and customers. So lots of progression there.

This is a good topic because it meets those three criteria.

Storyline 3, being an active dad. Is there a passionate audience? For sure. Any dad or mom out there, at the very least, is a part of the potential audience.

Potential for content? For sure. I've got two kids, three and under. There's something, I can post a few times a day about the crazy things they're doing.

And progression over time? For sure. They're growing up. Something different is happening all the time with them. Lots of things I can share with them. Lots of firsts happening. Lots of progression.

Internet marketing community. Again, there's a huge passionate audience. Everybody listening to this right now is a member of the internet marketing community. You want to know how to market yourself better online, even if you're not about trying to make money off of it. You're still being a marketer by watching this video right now.

Potential for content? Absolutely. Things are always changing online. There's never going to be a shortage of things to, topics to talk about or discussions to get in with the Facebook community as a whole.

And progression over time? Yes. As I just said, things are always changing. You can see my progression, personally , the things I'm working on. What I've learned. So it's always a progression there as well.

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Storyline 4, Down syndrome awareness. The passionate audience is there. It may not be with a core group of people that are most of my audience, which are mainly internet marketers. But I'm also very involved in the Down syndrome community. There's a very, very passionate group within there. And it has spilled over into the internet marketing community. There are people that follow me because of that.

Potential for content? For sure. There's always stuff going on there as well. Most of what I do with that is do motivational things, so I can put a picture of my son up with a reference to him having Down syndrome and overcoming some struggles. And it's unlimited content that way.

Progression over time? Absolutely. If he hits a new goal, finally puts a puzzle together, he says a new word, learns a new sign, does something new on his own, those are all things I can share on there. When people see that, remember what I posted previously about him not talking yet. About him not being able to do certain things. And they can see that he is doing those now. So that's things people follow and remember.

Storyline 5, the frustrated dude one. This is my funny one. And as you can see, the Down syndrome awareness one is my more serious one. So I've got those two as well.

So the frustrated dude one is one I usually have a lot of fun with. The passionate audience is built in. I do things like this. Like if the government, if there's a new scandal that comes out, I can jump all over that one and make light of it and kind of poke fun at it, from a frustrated dude angle, and people will get a kick out of it.

Potential for content? Yes. There's always, either somebody in government doing something stupid or some really new bad pop music coming out that's easy to make fun of also.

And progression over time? Absolutely. This one I do a little bit different, because this one, I get, my progression is getting more and more frustrated. I've become less and less tolerant of crazy stuff going on that I don't like. And it's all very, you know, I overdo it a lot and kind of play it up a lot online. I'm not an angry person at all. I really don't even watch the news

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much anymore or follow politics that much. It drives me nuts so I don't even follow it that much anymore. But it's a fun topic to have as one of my storylines. It works well.

Something else you can do is using multi-strand storylines. And do this whenever possible. And it just means to incorporate two or more storylines into one post. And I've got an image example I'll show you in a little bit, that's a good, where I tie three things in at once and it's a good lesson for you guys to do that also.

But, for example, here I can use a picture of my kids to illustrate a point about internet marketing. Any way you can tie any of those things together is good because you'll bring in two different audiences or two different passion groups into one post.

So you've seen mine now. Now, let's go over into the next video where we're going to build your storylines.

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