



WELCOME KIT

Authority Engine

Your content system starts here.

Everything in this document exists so you never have to explain yourself twice. Your voice, your methodology, your audience — documented, structured, and ready to work.

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WHAT YOU JUST INVESTED IN

Not a content service. A content system.

Most coaches have a visibility problem. Not because they lack expertise — but because their expertise only works inside paid engagements. It shows up in the room. It disappears online.

Authority Engine changes that. One transcript per month becomes a full month of content that sounds exactly like you — built on a writing system trained on your voice, your methodology, and how your ideal client thinks.

***By the end of this engagement, your content will be working while you're coaching.
That's the point.***

1

transcript per month

20+

posts produced

0

hours editing

HOW IT WORKS

Simple by design. Powerful by architecture.

01

You send a transcript

One recording per month — a keynote, a client session, a podcast appearance. Anything where you were fully in your element. Audio, video link, or a transcript doc all work.

02

We extract and produce

Your transcript goes through a writing system built on your voice, your methodology, and your audience's psychology. We pull the strongest insights and turn them into posts and thought leadership content that builds your authority.

03

You review and publish

You get a full content calendar — ready to copy, paste, and post. Everything sounds like you wrote it at your best. Most clients spend under 30 minutes reviewing each month's batch.

04

Your library compounds

Every month, your content archive grows. Your voice system gets sharper. The posts that perform best inform the next batch. Over time, this becomes an asset — not just a service.

WEEK ONE

What gets built before a single post is written.

Before we produce anything, we build the foundation. This is what separates content that sounds like you from content that sounds like AI trying to sound like you.

Voice Document

Your writing patterns, sentence structure, vocabulary, and tone — captured from your own words. Every piece of content runs through this baseline.

Methodology Map

Your core belief, your framework, how you think about the problems your clients face. This is what makes your content say something different from every other coach in your category.

Audience Dossier

A detailed profile of the person you're writing for — not a demographic, a psychology. What they say out loud, what they actually fear, the moment they realize they need you.

Offer Clarity Doc

Your offers mapped clearly — what's included, what the real outcome is, and how to talk about them without sounding salesy. This informs every CTA we write.

You'll receive all four documents within the first week. These are yours permanently — regardless of how long we work together.

What I need from you each month.

The monthly transcript

Send one recording per month. Any of these formats work:

- Audio file (MP3, M4A, WAV)
- Video link (Zoom, Loom, YouTube — unlisted is fine)
- Transcript doc (Word, Google Doc, plain text)

The best recordings are ones where you were fully in your element — a keynote, a live training, a client coaching session. Not scripted. Raw is better.

Your review window

You get 72 hours to review your content batch before it's considered approved. Most clients spend 20–30 minutes. If something is off — tone, a word, a point that needs sharpening — mark it and send it back. We iterate until it's right.

What good looks like

The goal: you should read every post and think "I could have written that." Not "this is good for AI." Not "this is close." Actually you — at your most articulate.

If we're not hitting that standard, say so. That's what we're building to.

YOUR NEXT STEPS

Three things, in order.

1

Send your first transcript

Any recording where you were at your best. This kicks off the voice extraction and gives us raw material for your first content batch.

2

Send a content sample

Two or three pieces you've written that sound most like you — a post, an email, a message. Anything you'd read back and think: yes, that's me.

3

Block 30 minutes for review

Within the week, your four foundational documents will be ready. This is the only real time commitment before content starts flowing.

Send everything to this email. Reply directly to the confirmation you received.

Questions? Reply to any email from Brad. You'll always reach a human.