

# ASYND

This is the Ultimate Clarity Formula that will allow you to create batches of marketing videos, blog posts, podcasts, talks, and products that are 100% in alignment with your Life's Work. Let's start with the structure:

1. **Who am I?** *Your name and website or business name*
2. **What topics can I talk about from a level of PERSONAL expertise?** *What are you qualified to speak about from professional experience?*
3. **What is my magic?** *How are you helping people today? I help [specific people] get [result they desire]*
4. **What is their next logical step?** *The next step in logical progression from where they are now to eventually working with you at your highest value.*

## Example:

1. **Who I AM:** Hi! My name is Todd Gaster, of [ToddGaster.com](http://ToddGaster.com).
2. **The topics I can talk about from a level of expertise:** On this channel we discuss the topics parents ask us about the most, such as bullying in school, dealing with drugs... and how you can face these and other challenges and make the best of the situation.
3. **My magic:** We center everything around raising your child's inner esteem, helping them reach their highest and best potentials, become completely bully proof, access their inner genius, do well in school, attract friends to them, and healthily keep off or shed unwanted pounds, and live a truly passion filled, incredible life.
4. **Next logical step:** I've created a special free online training that assists parents in raising children who make great decisions, are well-rounded, confident, balanced people, who are emotionally strong and ready to take on any challenge life may bring. So just click on the link below, or go to [ToddGaster.com](http://ToddGaster.com) to register.

**Next, let's workshop this...**

This formula will allow you to create content under the defined terms you set forth today. You can tweak this to fit your business. Just know if you do not have clarity or answers about any one of these aspects, it will be much more difficult to create content.

**5. Who am I?**

Hi! My name is \_\_\_\_\_ of \_\_\_\_\_.

**6. What topics can I talk about from a level of PERSONAL expertise?**

On this channel I/we discuss topics \_\_\_\_\_ ask us about most, such as \_\_\_\_\_.

**7. What is my magic?**

Over the last \_\_\_\_\_ years, I've helped \_\_\_\_\_ do \_\_\_\_\_.

We center everything around helping \_\_\_\_\_ become more \_\_\_\_\_.

**8. What is their next logical step?**

I've created a special/exclusive free online training/tool/audio/webinar/ that helps \_\_\_\_\_ get more \_\_\_\_\_. So just click on the link below this video or visit \_\_\_\_\_ to get instant access/register/download right now.

***Would you like to my help in creating all the content you need to be recognized as the Preeminent Authority in your market?***



When you are ready, [Click Here](#) to connect with Matthew and move your business out of marketing confusion and into organization, clarity and your highest value to attract PREMIUM prospects.