

Scaled Influence



**How I Created an
Ecosystem of 7 products
for 2 LLCs in 11 months**

From Idea to an Entire Value Ladder Within 11 Months

In 2022, I decided to test my methodology of how to **turn expertise into opportunities** with a strategically mapped plan for a new business venture. The (2) LLCs represent B2C and B2B companies based on the same methodology (or I would never start two companies at once).

Due to the short timeframe and the product list (in the bottom right-hand corner), you may have some assumptions about how these things were accomplished. You may assume:

- I had no personal life. I took (3) vacations during that time
- I had a huge staff. There were only (3) of us, and their focus was on other areas of the business
- I had an audience. We started from scratch

In addition to creating these products, I took (8) business trips, created a vault of almost 100 training videos, and spent 20 hours a week on Zoom calls . . . and delivered all of our programs and training to our customers. And with all of this, you may be wondering, how in the world did you get this done?

My hope is that by sharing my story you feel encouraged to become the visionary for your own journey.

Patricia
Wooster



- Book
- (3) Digital Courses
- College Accredited course (available in 27 colleges)
- SaaS Corporate Software Solution
- Certification Program (software trainer program)

BECOME THE VISIONARY

Vision: A clear, inspiring, and aspirational picture of a business's future state, encompassing long-term goals, values, and purpose.

Setting your vision is not when you decide to play small. It's when you stretch your self beyond what you think is possible . . . go BIG!

Without a clear strategy and vision from the beginning, you are at serious risk of creating a duct-taped business. **A duct-taped business is a business without a plan.** It's often a bunch of random products, programs, and services that are not cohesive and lack a customer journey. This shows up in the brand's messaging and marketing, too, where it's unclear and confusing for an audience to understand what that brand sells, what its unique sales proposition or methodology is, and how it relates to them.

Instead, you want to take customers on a journey through your value ladder of offerings where you can nurture the relationship and encourage repeat purchases. This can only be done by building a strong brand identity.

Value Ladder Examples:



5 STEP PROCESS TO BUILDING AUTHORITY QUICK!

So, how does this all work? How does one get started? It starts with a clear process and simplicity. It's when we overcomplicate or get the shiny object bug that we get ourselves into trouble.

At the end of the day, it comes down to these (5) things:

#1 Your Expertise

Every brand needs a Signature Story and a proprietary Methodology.

Your story creates relatability and connection. It's how you attract the right people to you and repel the rest.

Your methodology is your secret sauce. It's how you use your expertise to get your customers the results they want or need. (This five-step process you are reading about right now is our proprietary process for helping our clients build authority and influence within their niche.)

#2 A Credibility Piece

Every person, company, and brand needs something that allows them to claim expertise and authority in their marketplace.

In my opinion, writing a book is the fastest way to create instant brand awareness and credibility. A book allows you to demonstrate your expertise, claim your proprietary processes (and methodologies), reach new audiences (and generate leads), and build your legacy.

#3 An Implementation Program

Your credibility piece defines the "what" and "why" behind your brand, but you still need to show someone the "how" to get the results.

Your implementation program is where you monetize your expertise through courses, coaching, masterminds, consulting, software, workshops, etc.. This can be a DIY (do-it-yourself), DWY (done-with-you) or DFY (done-for-you). Pricing should scale accordingly, with DFY being your highest ticket service (consultants and agencies use this model).

5 STEP PROCESS -CONTINUED-

#4 A Physical Presence

Every person and brand needs to build connection, trust, and engage with their ideal audience.

Speaking on virtual and live stages is the gold standard for creating brand awareness and demonstrating authority. Whether serving on a panel, speaking at an online summit, or delivering a TED Talk, effective communication skills are key to scaling influence.

#5 A Community

Have you heard the proverb, "If you want to go fast, go alone. If you want to go far, go together"?

Relationships are at the heart of any successful business. Entrepreneurs need a community for networking, collaborating, accountability, and support. Nurturing the important people in our lives, like personal relationships, business connections, mentors, and future customers, is essential to personal and professional growth.

Your Scaled Influence Scorecard:

Rate your current business based on the (5) authority-building items above 

	Yes	No	Sort Of
Signature Story & Methodology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Credibility Piece	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Implementation Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical Presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FORMULATE YOUR PLAN

Instructions: Brainstorm how you can improve your score using the 5-Step Authority Building process in your business

What is your signature story & methodology?

What credibility & implementation piece can you add to your business?

What opportunities do you have to create physical presence?

What daily community-building activities can you start today?

“If you want to go fast, go alone. If you want to go far, go together.”

READY TO GO FAR?

Are you ready to scale your influence and unlock your full potential as an entrepreneur?

In today's competitive landscape, establishing yourself as a trusted expert can be challenging. That's why we've created Encore Academy - a dynamic platform designed to empower you on your journey to expert status. Our comprehensive program addresses the common pitfalls faced by entrepreneurs, offering a better way to build your brand and achieve lasting success.

The Old Way vs. The Unleash Way

Many entrepreneurs waste valuable time and resources trying to navigate the complexities of brand building alone. We offer a supportive community and a proven methodology to help you avoid common pitfalls and accelerate your growth.

What You'll Gain with Unleash Expert Academy:

- ✓ Clarify Your Audience, Messaging, & Offers: Define your target audience, refine your messaging, and create irresistible offers that resonate with your ideal customers.
- ✓ Craft a Value Ladder & Create an Ecosystem: Develop a strategic value ladder and build an ecosystem of products and services that support your business goals.
- ✓ Establish Yourself as a Trusted Authority: Position yourself as a trusted authority in your field, building credibility and trust with your audience.
- ✓ Build a Community of Like-Minded Entrepreneurs: Connect with a supportive community of like-minded entrepreneurs, sharing insights, experiences, and resources to support each other's growth.
- ✓ Hold You Accountable for Building Your Vision: Receive personalized guidance and accountability to stay focused and motivated as you work towards your goals.

The goal of our program is to give every entrepreneur an opportunity to unleash their expertise so they can create an impact on the world while doing what they love.

[FIND OUT MORE ->](#)

MEET YOUR GUIDES



Patricia Wooster is the founder of WoosterMedia Publishing, where she helps experts, executives, and entrepreneurs codify their wisdom and leverage their expertise into books, digital courses, workshops, speeches, consulting, and media opportunities.

She has published 19 books, including the award-winning and bestselling *Ignite Your Spark* with Simon & Schuster. Her experience includes working with companies and organizations like Disney, HSN, WeDay, Informix Software, Designing Genius, and KPMG, as well as start-up entrepreneurs and influencers.

Wendi Blum Weiss is the founder of The Speakers and Coaches Networking Society, an international audience of 18K+, where she provides education, resources, and support to help hundreds of purpose-driven entrepreneurs amplify their voices, reach more people, and elevate their impact.

Also, a Podcast Host, Published Author of seven books, and an International Speaker, she has spoken on college campuses, taught courses around the world, led international retreats, and hosted masterminds on topics that combine elevating your energy and harnessing your brilliance as it pertains to creativity, productivity, health optimization, and business success.





Wendi Blum Weiss & Patricia Wooster have joined forces to empower entrepreneurs to stand out in a crowded marketplace using their 5-step process to scaling influence and authority.

They help experts, leaders, and experts build their own audiences, communities, and brands by becoming best-selling authors, speaking on stages, and evolving their brands into trusted authorities.

Together, they combine entrepreneurial wisdom, energy tools, and community to help more people unleash their greatness both personally and professionally.



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