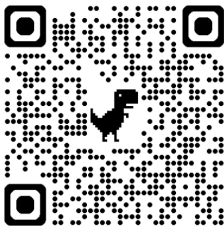


Authority of One™ Masterclass Workbook

Bookmark this page - all deets, daily homework and replays will be here!

The **Authority of One™ Intensive** is now OPEN!!! Learn more here
www.igniteherbrand.com/intensive

Be sure to listen to replays on the private audio feed at
www.igniteherbrand.com/authoritypodcast



Video replay page: www.igniteherbrand.com/authorityreplay

Day 1 Worksheet

Homework - 3 Conviction Pillars

Create your 3 Conviction Pillars. The 3 themes of what you are here to speak on, talk about and become known for.

Questions to Ask Yourself:

- What pisses you off that your dream client is being taught?

- What do you know is WRONG in your industry?
- What do you know and believe is the RIGHT way?
- What is your dream client struggling with unnecessarily every day?
- Where is she wasting her time or her money?
- What would you tell her if you were sitting in a coffee shop with her?
- What questions would you ask her?
- What topics do you love to research and could dive deep into like it is your hobby?
- What are some youisms? Things you say all the time?
- Do you have any IP/thought leadership?

Example - here is an example of Julie's - content topics flow from the pillars...

Julie's 3 Conviction Pillars

Pillar #1 New Era of Marketing -

The era of fancy funnels, fake FOMO, algorithm hacks and follower counts is winding down. The New Era calls for trust, connection, community & timeless business principles. Stop learning what worked 10 years ago

1. Online business success does not equal Content Creator
2. Time to go smaller not bigger
3. Simple over complex
4. Spend more time creating content for clients, thought leadership, IP
5. Audio advantage/Be Bingeable
6. OPA
7. Personalized Sales - MSC & Concierges
8. The NEW Human Design is the clarity tool for business

Pillar #2 IGNITE Her®

Time for women to lead in the New Era of 2027. The rise of the feminine frequency and the need for a NEW Human Design, written by a woman for women.

1. The new era of feminine leadership
2. Insignificant & Invisible to Ignited & Influential
3. Your Tribe of 1000
4. Feminine Frequency Rising
5. The NEW Human Design
6. We must IGNITE Her & then BEcome Her

Pillar #3 CHIRON - The Midlife Reinvention, Revolution & Reclamation.

Mid-life is just the beginning. 50 Not Finished® Chiron - 50 is the start of the unfolding of your true purpose in your lifetime. Rewriting the rules of aging, purpose, legacy & impact (and making money)

1. Seeker > Sower > Sage
2. Midlife Calling not Midlife Crisis -
3. Retirement is a myth
4. 50 Not Finished® - The Power of Your Chiron
5. The power of your voice
6. The Power of a NOW Goal
7. Profit Potential of your Unique Design

Work on your 3 conviction pillars.

Day 2 Worksheet

Homework - Your OPA Strategy

Here is the Dream Client Journey I promised!



What OPA strategies resonate with you? What ideas are coming through?

🕊️ Why OPA?

You don't need a bigger audience. You need to get in front of the *right* audience. OPA = Other People's Audiences — built, nurtured, and aligned communities already full of your dream clients.

20 OPA Strategies

(Other People's Audiences = Your Aligned Leads, Already Gathered)

1. Be a Guest on Podcasts

Pitch shows your dream clients already listen to. Share stories, not just tips—energy sells.

2. Teach Inside Someone Else's Paid Program

So valuable. Bring your magic into their community as a guest expert or bonus training.

3. Contribute a Bonus to Their Offer

Your training, workbook, or short session added to their offer = instant exposure to a warm, paying audience.

4. Write a Guest Email for Their List

One thoughtful, story-driven email written to their list can bring dreamy leads your way.

5. Speak at Their Event, Retreat, or Mastermind

Live or virtual—this gives you instant credibility and connection.

6. Host a Joint Masterclass or Workshop

Collaborate with a peer or complementary expert to co-lead a session and share audiences.

7. Guest Teach in a Membership Community

Bring real value to someone's group program, membership, or circle—they already trust the host.

8. Be Featured in Their Newsletter

Many creators and coaches have newsletters they'd love a guest expert story or tip for.

9. Sponsor or Gift to Their Audience

Send your product, book, or gift to be shared with their community.

10. Do a Lead Magnet Swap

Share each other's freebies with your lists to cross-pollinate aligned leads.

11. Run a Private Training for a Small Group

Offer a tailored workshop or Q&A to their private mastermind or high-touch group.

12. Be Part of Their Panel or Roundtable

Great for visibility, especially in summits or small curated experiences.

13. Add Value Inside Their Facebook Group or Circle

Serve, answer questions, and show up where their people are (when invited).

14. Co-create a Mini Series or Email Challenge

Split the value, split the list-building, double the impact.

15. Create a Partner-Focused Bundle Offer

Each partner offers a piece of a bundle and all promote it—hello shared exposure.

16. Be Featured in Their Blog or Article

Especially great for aligned thought leaders and curated industry blogs.

17. Trade Training Sessions

You teach their people. They teach yours. Easy, no-brainer value swap.

18. Be a Roundtable or Dinner Guest

Small, curated dinners or circles = intimate connection with their network.

19. Be Interviewed on Their IG Live, YouTube, or Private Platform

OPA doesn't have to be huge—a small but loyal audience is often *more* powerful.

20. Ask for Introductions

The simplest OPA move: “Who do you know that has a community that could benefit from what I teach?”

Day 3 - Superpowers Bot & Messaging

[LINK TO Superpowers Julie Bot](#)

Grab your [Her Profit Map™](#) so you can see which superpowers you have specifically.

You will have anywhere from 1-9 or more superpowers - be sure to leverage them all. It will look like this in your book.

CUSTODIANSHIP

A DESIGN OF CUSTODIANSHIP

CENTERS & TRAITS

Energy: 27 Trait of Caring
Survival Instincts: 50 Trait of Values

THEMATIC

Tribal Protection

STRENGTH TYPE

Builder/Generated

Custodianship is a Generative Builder Strength and Key Part of Your Decision-Making Strategy. You are naturally seen as a source of support and nurturing, with others trusting you to handle significant responsibilities. While you are capable of managing a lot, there is a risk of taking on too much. You can play a crucial role in upholding the values and standards of a business or group, as well as caring for those around you. Your gut response is essential in determining whether you have the energy and capacity to take on additional responsibilities. Trust this inner guidance to maintain balance and effectiveness in your role.

transformational formula
BOUNDARY > JUSTICE = GUARDIAN

KRYPTONITE
RESENTMENT > FURY = VINDICTIVE

channel
27-50



Grab the number - this one is 27-50
Grab the name - this one is Custodianship

Do this for each superpower you have.

Now open the Superpowers Julie Bot and put in these prompts to see what comes up for you!

Prompt 1: Discover Your Superpower Energy

“I’m new to Human Design and want to understand how my Superpowers shape my energy and personal brand. My Superpowers are [insert numbers, e.g. 37-40 and 43-23].

Help me understand what I naturally broadcast to the world through these energies — and how that affects how others experience my aura, presence, and brand.”

Prompt 2: Embodying My Highest Frequency

“Based on my Superpowers [insert numbers], show me the difference between when I’m in my highest frequency (Superpower) versus when I’m in my kryptonite (low frequency).

Explain how this shift impacts my magnetism, relationships, and business — and how I can embody my most aligned, attractive energy.”

BONUS Prompt:

“Based on my Superpowers (insert numbers), please synthesize this into relevancy for my niche. I would like help on positioning myself for my niche based on my Superpowers. My niche is (insert who you help, achieve what, how)