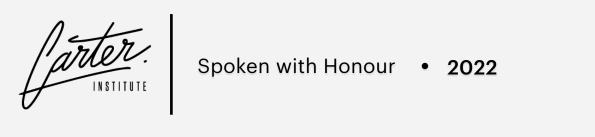


# Authentic Authority

Purposeful Podcasting				
Introduction	Heroes Journey	Mission Statements	Industry Statements	
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Purposeful Podcasting				
Subject or Hook	Outcome with Authority or Social Proof	Even if / Without	BDS	
Metaphor	Dream	Why	Problem	
Pain	Experience / Vulnerability	Antagonist	Solutions	
How To	Lead Magnet	Call to Action	Call to Share & Rate	

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