



ENCORE AUTHORITY™

A 30-DAY BLUEPRINT

The Encore Authority™ Action Guide



Your 30-day blueprint for building authentic visibility, confidence & influence

WITH

Randy Powell

FOUNDER, ENCORE AUTHORITY™

A SIGNATURE ENCORE AUTHORITY™ RESOURCE

WELCOME

A Letter From Randy

Welcome to your Encore Authority™ Action Guide. If you are holding this, you have already made a decision most people never make: to stop waiting and start building. This is not a handout — it is a working blueprint. Over the next thirty days you will translate a lifetime of experience into visible, credible, generous authority.

You already possess the raw material — wisdom, stories, hard-won expertise. What this guide adds is structure: four focused weeks, one daily practice, and a pledge to keep you honest. Write in these pages. Cross things out. Come back to them. Blueprints are meant to get dirty.

Your encore chapter is not a wind-down. It is the season where everything you have learned finally gets to serve the people who need it most. Let's begin.

To your encore,

Randy Powell

FOUNDER, ENCORE AUTHORITY™

“

The world doesn't need you to be younger. It needs you to be visible.

RANDY POWELL

WHAT YOU'LL DISCOVER

Inside This Guide



The Teaching Framework

The three pillars of the Encore Authority™ Method — Visibility, Confidence, Influence.



The 30-Day Blueprint

Four focused weeks: Foundation, Visibility, Value, and Momentum — each with guided worksheets.



Reflection Exercises

The Daily Five practice and deep-dive prompts to capture what's working.



Coach's Corner

Randy's field notes at every turn — the mindset shifts that make the tactics work.



Action Plan & 30-Day Challenge

A one-page commitment plan and a trackable 30-day challenge grid.



The Encore Authority™ Pledge

Your signed promise to stop hiding and start serving.

YOUR JOURNEY



SECTION

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TEACHING FRAMEWORK

The Encore Authority™ Method

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Authority is not claimed. It is demonstrated — one act of service at a time.

RANDY POWELL

TEACHING FRAMEWORK

Three Pillars of Authority

Every exercise in this guide builds one of three pillars. Master them in order and your authority compounds — each pillar makes the next one easier.

**PILLAR ONE — VISIBILITY****Become discoverable.**

The people you're called to serve cannot hire, refer, or recommend someone they cannot find. Week 1 and 2 make you findable — clear story, clear audience, clear message.

**PILLAR TWO — CONFIDENCE****Own your experience.**

Confidence isn't bravado; it's evidence. Weeks 3's teaching, video, and testimonial work turns decades of experience into proof you can point to.

**PILLAR THREE — INFLUENCE****Multiply through others.**

Influence is visibility plus trust, sustained over time. Week 4 builds the follow-up habits, invitations, and platforms that keep your authority growing.

**COACH'S CORNER**

Most people try to build influence first. It never works. Get visible, gather evidence, and influence arrives on schedule.

— RANDY POWELL

WEEK ONE

Foundation

Clarity before visibility. This week you decide what your authority stands on.

THIS WEEK'S ACTIONS

- ☐ Write your authority story.
One page: the experience, turning points, and lessons that qualify you to lead.
- ☐ Define your audience.
Name the specific people your encore chapter is called to serve.
- ☐ List the problems you solve.
Write at least ten. Circle the three you most love solving.
- ☐ Write your authority statement.
One sentence: 'I help [who] achieve [what] through [how].'



COACH'S CORNER

Your story is not your résumé. It's the bridge between what you've lived and who you can lift.

— RANDY POWELL

“

Clarity is the first act of courage.

RANDY POWELL

WEEK ONE WORKSHEET

Put It On Paper



My authority story — the moments that shaped what I know:

My authority statement (draft it, say it aloud, refine it):

PROGRESS TRACKER — WHERE YOU ARE



WEEK TWO

Visibility

Time to be seen. This week your clarity goes public.

THIS WEEK'S ACTIONS

- ☐ Refresh your LinkedIn profile.
Headline, banner, and About section rewritten around your authority statement.
- ☐ Publish one post.
Share one lesson from your authority story. Teach, don't announce.
- ☐ Reach out to three people.
Reconnect with people who should know about your encore chapter.
- ☐ Attend one networking event.
In person or virtual — arrive with your authority statement ready.



COACH'S CORNER

Visibility feels like risk until you remember: hiding has a cost too — it's just invisible.

— RANDY POWELL

“

Every time you show up, someone finds the guide they were looking for.

RANDY POWELL

WEEK TWO WORKSHEET

Put It On Paper



Three people I will reach out to, and why each matters:

The one lesson my first post will teach:

PROGRESS TRACKER — WHERE YOU ARE



WEEK THREE

Value

Prove it by serving. This week you create evidence of your expertise.

THIS WEEK'S ACTIONS

- ☐ Create a worksheet or resource.
Package one piece of your expertise into something people can use.
- ☐ Record one video.
Two minutes, one idea, your face and voice. Done beats polished.
- ☐ Teach one idea.
In a conversation, a post, or a meeting — deliberately teach something you know.
- ☐ Request one testimonial.
Ask someone you've helped to put the result into words.



COACH'S CORNER

A testimonial is not bragging. It's letting someone else tell the truth about your work.

— RANDY POWELL

“

Generosity is the fastest route to credibility.

RANDY POWELL

WEEK THREE WORKSHEET

Put It On Paper



The one idea I most want to teach this week:

People who could speak to the results I create:

PROGRESS TRACKER — WHERE YOU ARE



WEEK FOUR

Momentum

Turn a good month into a new normal. This week you build systems that continue.

THIS WEEK'S ACTIONS

- ☐ **Follow up.**
Circle back with everyone you contacted, met, or helped this month.
- ☐ **Book one presentation.**
A webinar, workshop, lunch-and-learn, or podcast — get on a calendar.
- ☐ **Invite others into your community.**
Bring people toward your world: your list, your group, your table.
- ☐ **Plan your next webinar.**
Choose the topic, the date, and the one transformation it delivers.



COACH'S CORNER

Momentum is a decision you make weekly, not a feeling you wait for.

— RANDY POWELL



Consistency turns a good month into a reputation.

RANDY POWELL

WEEK FOUR WORKSHEET

Put It On Paper



My next presentation — topic, audience, and target date:

How I will keep this momentum in the next 30 days:

PROGRESS TRACKER — WHERE YOU ARE



SECTION

02

REFLECTION EXERCISES

The Daily Five

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What gets reflected on gets repeated. What gets repeated becomes reputation.

RANDY POWELL

REFLECTION EXERCISES

The Daily Five

End each day of the challenge with five questions. Two minutes, honest answers. This is where activity becomes awareness — and awareness becomes authority.



Who did I help?



What did I create?



Who did I connect with?



What did I learn?



What moved me forward?

“

Small daily reflections compound into an unmistakable sense of direction.

RANDY POWELL

COACH'S CORNER

Field Notes From Randy



COACH'S CORNER

If a task scares you, that's usually the one carrying the growth. Do the scary one first each week — everything after it feels lighter.

— RANDY POWELL



ON PERFECTIONISM

Perfectionism is procrastination in formal wear. Publish the post. Send the message. Version two can be better; version zero helps no one.

— RANDY POWELL



ON STARTING

You are not starting over. You are starting from experience — and that is the strongest starting position there is.

— RANDY POWELL



Authenticity is magnetic because it is rare. Bring your real story and the right people will find you.

RANDY POWELL

ACTION PLAN

My 30-Day Commitment

Before the challenge begins, put your plan in writing. A commitment on paper is a decision; a commitment in your head is a hope.

The authority I am building this month (my authority statement):

The audience I am committed to serving:

My single most important action each week:

What I will say 'no' to so this gets done:

My accountability partner for the next 30 days:

Signature

Date

SECTION

03

30-DAY CHALLENGE

One Month. One New Reputation.

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You don't need a decade to change your trajectory. You need thirty deliberate days.

RANDY POWELL

30-DAY CHALLENGE

Track Every Day

Each day, complete one action from your current week and run the Daily Five. Jot a word or two in the box, then fill the circle. Thirty filled circles will change how you see yourself.

01 ☐	02 ☐	03 ☐	04 ☐	05 ☐	06 ☐
07 ☐	08 ☐	09 ☐	10 ☐	11 ☐	12 ☐
13 ☐	14 ☐	15 ☐	16 ☐	17 ☐	18 ☐
19 ☐	20 ☐	21 ☐	22 ☐	23 ☐	24 ☐
25 ☐	26 ☐	27 ☐	28 ☐	29 ☐	30 ☐

Tip: streaks matter more than intensity. If you miss a day, never miss two.

NEXT STEPS

The Encore Authority™ Pledge



I choose to stop hiding. I choose to serve with authenticity, to share my experience generously, and to intentionally build my Encore Chapter — one visible, valuable act at a time.

Signature

Date

After Day 30

- ☐ Review your Daily Five notes and circle your three biggest wins.
- ☐ Re-take stock: update your authority statement with what you learned.
- ☐ Choose your next platform — webinar, podcast, or presentation — and book it.
- ☐ Share your results with the Encore Authority™ community.



Thirty days from now you will wish you had started today. So start today.

RANDY POWELL



AN ENCORE AUTHORITY™ INVITATION

Your Encore Chapter Starts Now

You were not meant to shrink in this season — you were meant to serve from it. Here are three ways to keep building your authority with Randy Powell.



VISIT ENCOREAUTHORITY.COM

Explore free resources, upcoming webinars, and the full Encore Authority™ library.



JOIN THE ENCORE AUTHORITY™ MASTERMIND

Surround yourself with accomplished peers building visible, meaningful encore chapters.



BOOK A COACHING SESSION WITH RANDY

Get personal guidance on your authority story, positioning, and 90-day visibility plan.



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