

The Expert-Hero Checklist

- √ Position you as the savior to your target prospects due to your expertise and willingness to take on their biggest enemy.

Headline

- √ Hot News Story in Your Market
- √ Name
- √ Solution

Headline Option 1

In Response To [Hot News Story In Your Market], [Your Name], Announces [Your Solution]

Example: In Response To The Obamacare Debacle, Smith & Smith CPA Firm Announces New Plan To Help Doctors

Example: In Response To Twitter IPO, Rob Douglas Reveals How Investors Earn High Returns

Headline Option 2

[Your Name] Tells [Your Clients] [What They Want To Hear Most]

Example: Shane Smith Tells Doctors "You've Earned It And You Deserve To Keep It"

Headline Option 3

[Your Name] Exposes What Goes On 'Behind The Scenes' In [Your Industry]

The Expert-Hero

Example: Debbie Caylor Exposes What Really Goes On Behind The Scenes In The Real Estate Industry

Headline Option 4

[Your Name] Protects [Your Clients] From [A Big Fear or Enemy]

Example: Dr. Kevin Flood's Holistic Dental Practice Protects Children From Mercury Filling Danger

Paragraph 1

- √ Name
- √ Business
- √ Briefly explain how you are helping your prospects.

Example: Wealth creation alternative investment authority, Rob Douglas of New Wave Revolution, reveals that people not a member of the elite circle of investors who made millions on the Twitter IPO don't have to worry. He recently revealed how the average investor can use a low-risk, high-return strategy to earn as much as 30% in profits in the next 12 months."

Paragraph 2

- √ Two to three sentence quote detailing a problem you are solving
- √ After Paragraph 1, address the expert by last name only

Example: "Let's face it. Times are tough for the average investor who believes in investing in stocks, bonds, a 401K, CDs, or even gold, will give them financial security," says Douglas. "The market is more unpredictable than ever. That's why the average investor must think differently about where to find profitable investments."

The Expert-Hero

Paragraph 3

√ Set up a well-known industry expert as agreeing with you.

√ Do NOT indicate that they are endorsing you in any way

Example: Robert Kiyosaki, famed investor and author of Rich Dad, Poor Dad, often speaks about the importance of thinking differently to get an edge.

Paragraph 4

√ Quote from the industry expert that backs up your previous statement

Example: "Learn to invest in investments where you can achieve an honest, legal advantage over other investors. When it comes to investing, why play on a level field?" Kiyosaki stated.

Paragraph 5

√ Two to three sentences about details of the solution

Example: The Twitter IPO price was \$26 per share for the elite investors. When the stock opened for sale, the average investor was worth \$45.10. The general price resulted in huge gains for the elite investors. The elite demand exceptional returns. They spend lots of time and energy networking with friends and advisors to find the right investment opportunity at the right time wherever it may be in the world. The average investor does not have the connections or time to take advantage of the profitable alternative investment opportunities. Douglas shares the benefits of his knowledge, experience and research.

Paragraph 6

√ Set up testimonials

√ Use actual quotes from some of your customers or clients talking about working with you

The Expert-Hero

Example: "Douglas' strategies are not only theory as he has been delivering this service to average investors for years."

Paragraphs 7-9

- √ Quotes from your clients and customers
- √ Do not use quotes or superlatives that will oversell you or your services.

Examples:

"With his help I was able to take advantage of profitable opportunities that are hidden in plain sight. These may not be as sexy as Twitter's IPO but they offer great returns, low risks and long-term demand," said John Drew, a retired school administrator.

"We appreciate the fact that Rob is so candid and generous enough to share his valuable insights to the investor. My husband and I like the idea that he does not hang on to old methods but moves with the shiftings that are taking place globally, which many obviously are slow to catch on to," said Elizabeth Martin.

Alex Prosper of St. Louis stated, "With the economy and markets changing as quickly as it is, conventional thinking about investments, careers, wealth and retirement are out the window... Douglas offers wisdom about how to assess new opportunities and create evaluation standards."

Paragraph 10

- √ Close and Call to Action
- √ Keep these simple

*Example: To learn how to become an above-average, visit NewWealthRevolution.com and receive a free copy of Douglas' book *New Ways To Build Wealth In Today's Economy* by subscribing to his *New Wealth Revolution* newsletter.*

The Expert-Hero

In Response To Twitter IPO, Rob Douglas Reveals How Investors Earn High Returns

Wealth creation alternative investment authority, Rob Douglas of New Wave Revolution, reveals that people not a member of the elite circle of investors who made millions on the Twitter IPO don't have to worry. He recently revealed how the average investor can use a low-risk, high-return strategy to earn as much as 30% in profits in the next 12 months."

"Let's face it. Times are tough for the average investor who believes in investing in stocks, bonds, a 401K, CDs, or even gold, will give them financial security," says Douglas. "The market is more unpredictable than ever. That's why the average investor must think differently about where to find profitable investments."

Robert Kiyosaki, famed investor and author of Rich Dad, Poor Dad, often speaks about the importance of thinking differently to get an edge.

"Learn to invest in investments where you can achieve an honest, legal advantage over other investors. When it comes to investing, why play on a level field?" Kiyosaki stated.

The Twitter IPO price was \$26 per share for the elite investors. When the stock opened for sale, the average investor was worth \$45.10. The general price resulted in huge gains for the elite investors. The elite demand exceptional returns. They spend lots of time and energy networking with friends and advisors to find the right investment opportunity at the right time wherever it may be in the world. The average investor does not have the connections or time to take advantage of the profitable alternative investment opportunities. Douglas shares the benefits of his knowledge, experience and research.

"Douglas' strategies are not only theory as he has been delivering this service to average investors for years."

"With his help I was able to take advantage of profitable opportunities that are hidden in plain sight. These may not be as sexy as Twitter's IPO but they offer great returns, low risks and long-term demand," said John Drew, a retired school administrator.

The Expert-Hero

Alex Prosper of St. Louis stated, “With the economy and markets changing as quickly as it is, conventional thinking about investments, careers, wealth and retirement are out the window... Douglas offers wisdom about how to assess new opportunities and create evaluation standards.”

To learn how to become an above-average, visit NewWealthRevolution.com and receive a free copy of Douglas' book *New Ways To Build Wealth In Today's Economy* by subscribing to his New Wealth Revolution newsletter.