



What is Authority Alchemy?

Authority Alchemy. The show for positioning yourself as the Number 1 authority in your industry. Quickly turn your prospects into clients and clients into raving fans. Here are your hosts: Brian Horn and Jack Mize.

Jack: Hey, welcome to Episode 1 of Authority Alchemy. This is Jack Mize and I am here with ...

Brian: Brian Horn.

Jack: That's it. Man, I've been looking forward to getting this off the ground for quite some time now, and I know both of us have gotten repeated requests for more, more, more on the Authority Alchemy.

And I think the appropriate thing to kick this off is explaining exactly what Authority Alchemy is. And I've got to be honest with you. Brian, you're the guy that came up with that term – Authority Alchemy. And I like the way it sounds. Sometimes I would forget, let's see, what was it? Authority Alka-Seltzer? What was it? It was ...

But, it really is an appropriate term for exactly what we are doing in our business. What we're doing for the business of our clients. And exactly, really what this show is going to be about. So I think that's where we can set expectations for what folks can expect throughout future episodes of Authority Alchemy.

Brian, I guess a lot of folks that are already familiar with us know that both of us are in the business of creating authority, manufacturing reputation, celebrity for our clients in all different types of fields.

Let's first start off with debunking the whole myth of the authority and expert. You know, the old school, how many seminars have you been to or books have you read, that say: "You know, to be the expert, all you have to do is just call yourself the expert and ..."

Brian: Absolutely, yeah, that's been around forever, where they would just say: "Nobody's going to call you the expert. You have to go out and

claim it yourself. Just call yourself an expert and you've got it." I know for years, that's what was taught.

Jack: Yeah, I think that's one of the big problems in even marketing today, is you see online: *Look at me. I'm the expert.* Don't you get kind of weird when somebody says: *Hey, I'm the expert.* Or even, they put that title on their business cards or their website, you know? So-and-so expert. It's almost gone from being a business principle to almost a little bit of cheese factor there.

Brian: Oh, absolutely.

Jack: To calling yourself the expert. And so, I think we are going to hit this point hard, to the point of being redundant. Authority. And Authority Alchemy is not about calling yourself the expert. In fact, it's the opposite. You should never need to call yourself the expert.

Authority Alchemy is about positioning yourself in the right way. Doing the things that are required. Doing the things that are necessary to have others that will call you the expert. To have your prospects, your customers call you the expert. But even above and beyond that, it's about getting third party, credible third party sources, like national media, all the way to your clients and prospects, calling you the expert.

And Brian, what have you seen with, you know, when you were talking about third party credibility? Third party credibility sources, national media. What is the impact, the difference between you calling yourself the expert, versus having someone else call you the expert?

Brian: It goes back to just trust, because you calling yourself something, you have an end goal in mind and the person knows that.

If I tell them I'm the SEO expert, they know it's because I want them to buy something from me. Whereas if it's a local news show they see you on and they say: "This is Brian Horn, the SEO expert," you're getting it from a third party source who you already trust.

These national medias, even local medias, just spend millions and millions of dollars a year to sell people their trustworthy true news. Even Fox News, one of the biggest cable news channels, there is, what's their slogan? Fair and Balanced. You know, they hammer it's fair and balanced, fair and balanced, a trustworthy news source. And that gets into your head. People believe it. Absolutely.

Jack: It is. And that's even when you see a lot of these infomercials that are set up to look like Larry King-style TV shows because they know that's what implies, or at least the people that are watching it infer that trust, that third party source.

And it goes back to the marketing principles of social proof, of testimonials. It's why testimonials are so important because it is third party validation for what you are doing and that you're someone that's up to something. You're someone that people should be listening to, watching and really doing business with.

Who was it, I know everybody pronounces his name differently. What is it? Robert Cali, Calendini, Cilodoni, Candelabra.

Brian: Yeah, I say Cialdini. I'm actually friends with him on Facebook, believe it or not.

Jack: Well, right there, his book, Influence. It's Influence, right?

Brian: Yeah, Influence, yeah. That's one of my favorite ones.

Jack: Yeah, if you want to get down to dissecting the power of authority and why authority has so much effect, Influence is a book you should definitely check out. It'll actually go into the psychology of how that works, why it works and even the subtleties of it. So that's a great book to check out.

I think we can demonstrate this right now. So let's think about industry experts, gurus. We always have, there are business gurus in every different business, right? The big ones that people think about are the Donald

Trumps and folks like that. But what are some of the guys? I know one of mine that I always look at is Dave Ramsey, in the financial industry, right?

Brian: Right.

Jack: What are some other ones? I know that you refer to Dr. Oz.

Brian: Dr. Oz. Suze Orman. And that's for more finance stuff. Then you move over to fitness things, you have Jillian Michaels and I get the biggest kick out of this, Richard Simmons. You look at him and he is absolutely insane. He's really not in that good a shape, yet he probably makes more money with fitness than just about anybody else. For the last thirty years or more he's been making millions with fitness.

Jack: You're telling me you could be successful in telling people what to do, even though you obviously are lacking in your own discipline to do that? You're saying Richard Simmons is not a strapping man?

Brian: I would not tell it to his face. He'd probably cry. But I would not consider him a terribly fit person.

Jack: Okay. So not someone that you would take ... I've done that. I've gone to a doctor. You go to a doctor and I sit there and I think this guy is bigger than I am. I smell cigarette smoke. You know, why am I listening to this person to do this? But, that's what it is.

So, let's take an example. Dave Ramsey. Dr. Oz. Suze Orman. Now, are they necessarily the best and the brightest, the smartest people in their industries?

Brian: No, not at all. I think you've got local people that would know a lot more. And those, like Dr. Phil is another one who, he'd be one of the last people I would actually want to go to, once I really thought about it, if I was really concerned, because he's, I don't think he's terribly sharp.

Jack: Didn't he have a diet book out once? He looked like he was ... you know, I would say, for men there's that fine line between a 42 waist

and a 32 waist, you know? And I think it all depends on where he puts his pants on whether he's a fitness guru. I don't know.

Brian: That's right. You can pull your pants down a little more around your knees.

Jack: Now, there it is.

Brian: You have a pretty small waist if you measure there.

Jack: So, if you're not the best and the brightest, if they aren't necessarily the smartest in their industry or know everything about everything in their industry (which by the way, is something that we need to talk about: What actually defines an expert), but why are they considered the gurus of their industry? Why are they looked at as the authority?

And this is a perfect example, in that I don't believe I've ever heard Dave Ramsey call himself an expert. I don't think I've ever heard Dr. Oz or Suze Orman refer to themselves as an expert. Yet, they're given that title. They're given that position of authority and why?

Brian: Because the media tells them they are.

Jack: And when we say media, credible third party sources. For instance, Dr. Oz and even Dr. Phil. Who's the person that just dumped authority onto those guys?

Brian: Oh, yeah, Oprah. She's the Queen of Authority. She can make or break anything. Back when she had her book club, she could just say: "This is a good author," and an obscure author's first book would go to best seller status and would be instant millionaires.

Jack: Yes, so they have third party credibility. They have third party credibility. And even if it wasn't someone as huge as Oprah, just the fact that there were third parties.

Think about even when a friend recommends you go to a doctor or you go to, even, try this restaurant. It's automatically got that authority. It's already at a higher status because a third party, there's social proof. There are

testimonials from others that say that this is good, that this is something that you should be doing.

Now, that's just part of it. Part of it is getting that third party.

But the other thing that you notice is the Dave Ramseys and the Dr. Ozs, those folks have books. Especially Dave Ramsey. Suze Orman. They have products. They have books. They have CD collections. They have boot camps that you really hear about because they're not always on their radio show, on their TV show.

They're not taking every opportunity to say: "I'm the expert. Buy my stuff." Because we all know, there's a pretty big habit of folks out there that immediately, as soon as you see them, it's: "Buy my stuff. Buy my stuff."

I think that comes from the days of where you only have 30 seconds on TV to make a commercial. You only have 15 seconds. It's "buy my stuff, buy my stuff."

You never hear these folks saying: "Buy my stuff." But one of the interesting things is you have a lot of people saying: "How can I buy their stuff? I want more. I want to buy."

And I always say, I hate selling but I love making people want to buy. Why is it that people want to buy their stuff even though they aren't outwardly and blatantly saying, "I'm an expert, buy my stuff" outside of the third party credibility?

Brian: Right. Just because they are the advocates and they help people.

Jack: That's exactly right. So that's one of the things that I really like to encourage folks to do. If you're in business, if you are trying to build, and you're not just after the transaction but you're after a client, you're after a relationship, it is about being the educator and the advocate for your prospects' and your customers' success.

If you change your mindset, if you think about that and not say, I'm here to sell my stuff or not say, I'm an expert, but instead say: *I'm an educator and I'm an advocate for the success of my prospects and my customers*, because that's exactly the position that the Dave Ramseys, the Dr. Ozs, the Suze Ormans, put themselves into.

They're educators and advocates. They show genuine concern for the success of their listeners, their prospects, their customers and, in turn, they don't have to call themselves the experts. Who calls them the experts? The people that listen to them automatically give them that title of expert. And that right there is authority. That is authority alchemy.

What was the definition? I know we have the definition, the official definition of alchemy. What was that?

Brian: Yeah, the definition for alchemy was the power process of changing something common into something very special. Most people think of it back in the middle ages when they were trying to transform common metals into gold. So that's similar to this.

That's what we're doing with authority. We want to take regular people, find that something special in them and bring it out and make them very special with this process of authority.

Jack: And that's exactly it. I remember my mother, when I was a kid, she used to tell me: "Jack, you're special, just like everyone else." And that's the truth. So let's get down to the psychology, probably the biggest obstacles with people thinking about positioning themselves into, or putting themselves in that position of authority.

One, there's a big obstacle, a big roadblock out there of folks saying, or maybe thinking, "You know what? I don't know really everything about my industry or what I do. I'm not really an expert." Now, how do we get past that roadblock? Because really, is there anyone that knows everything? I mean, we just talked about the Dave Ramseys. They don't know everything. An expert doesn't need to know everything about their industry or their specialty. All right?

Brian: But aren't there, well, actually, there are different types. It depends on what your end goal is. This is an example. Jack and I, for everybody that's listening, we just got off a marketers cruise. Not the big one. It's a smaller one.

But there are two people there that I met. One is the guy that's hosting it which does a few million dollars a year off showing people how to, jobseekers how to use LinkedIn.

There was also a woman there who wrote the most popular book on LinkedIn and is one of the most popular speakers on it and is one of the most knowledgeable people on using LinkedIn for people to find jobs.

The guy who knows far less than the other one makes a lot more money than the other one. She admitted it. He makes about ten to fifteen times more than she does.

So they're both considered experts, but one's making a lot of money, one's not. And it has nothing to do with how much knowledge they have. The one that has more knowledge makes far less and she's much more professional.

Jack: Oh, yeah.

Brian: The other one is kind of a wild man. So it doesn't matter. And that's the first thing that I, I've done hundreds of these things for people this year and that's one of the most common things I get when I first talk to people about. They say, well, I want to do this but I don't know if I'm ready yet. I don't know if I'm ready to claim that yet.

And it's just a tough thing to get past, but you've really got to realize that if you are at the point where you can help somebody and make their business better, make their life better, get them past whatever pain their having at that moment, you're going to be the hero to them.

That's all they want. Nobody wants you to take them somewhere. They want you to get them away from some pain they're having right then. If

you've got to do that with your knowledge, you're already there. You're an expert to them.

And the same thing, right before this cruise went on, I had strep throat. I landed in Tampa Bay and went to one of those RediClinics to see a doctor. He probably was not the best doctor in the world. You know, he's in some little barrio of this little Tampa Bay in this little crappy little ...

Jack: It wasn't the best part of town.

Brian: No, no, it wasn't. But I listened to every word he said. Was very happy and, at that moment, he was Einstein to me because he was the one to get me the antibiotics and help make me better.

So, at that point, it's the same thing. You don't have to be the best person in the world. He's not the best doctor in the world. He's probably not the best doctor in a one-mile radius.

Jack: Best doctor on that street, because apparently, there were a lot of them.

Brian: Yes. There were a lot. But he was good enough at that point and he helped with what I needed help with. And you guys can do that. Now, there's probably not a person listening right now that isn't at that point.

Jack: Yeah. This is the easy way to get over it, all right? One, we've already talked about that you don't have to call yourself the expert. That's one of the biggest things people have a problem with, is I can't call myself the expert. Well, guess what? Don't call yourself the expert. You don't have to call yourself the expert. Remember, it's about doing the things that allow others to call you the expert.

And here's what my criteria for being an expert, being a guru, being an authority, is. Criteria #1: Do you know more than your average prospect or your customer about your industry, about what you're providing? All right? You don't have to know everything, but you know more about your prospect or the person that you can help.

Which is #2: Can you help? Can you help your prospects? If you know more about your prospects, generally about your subject, if you can help your prospects, when you can look a prospect in the eye and genuinely and confidently say: I can help you.

And then 3rd, and I think one of the most important pieces, is: Are you able and willing? So really, able is second, but are you willing to help them?

If you know more than your prospects, you're able to help your prospects and you're willing to help your prospects, then you meet the criteria for being an expert. You certainly are above and beyond and you display that above and beyond what a lot of your competitors do.

Because I can promise you in just about any industry, if you look at your competitors, they're still in this mindset of: *Look at me. Look at me. Look what I've done. Look what I've achieved. Look at the awards I've won. Look how long I've been in business. Look at me.*

But when you are the educator and the advocate for your prospects and customers, you make it so easy for them to be the ones to call you the expert. And that's what they're looking for. They want someone that's going to be able to help them.

I want you to look at any of your advertising. Look at your marketing. Look at the marketing of your competitors and see how many times they use the word "I" and "we" versus the word "you," and I think you'll see exactly where one of the big problems is with people being able to claim authority these days.

And so that brings us to the next piece here. So that's how people can think of themselves or meet the criteria for being an expert. But the next thing that people really have a problem with here, Brian, is they think that that's always something that's "down the road."

They think that for me to be, for third party credible media to talk about me, to refer to me so that I get that credibility, I have to work really hard for a long time in order to earn that credibility so that they can call me the expert.

And what Authority Alchemy is really about is, no, let's do it backwards. Let's get them to call you the expert and give you that credibility so that you could be seen as that and very, very quickly. And I think that's one of the things that people get really surprised at, how quickly they can be in that position of authority.

Talk about that for a minute, the disparity of the perception that people have that in order to claim authority, it's going to take me years. It's something down the road. There are a lot of pieces to the puzzle that I have to put together.

And then, if I'm lucky, I'll be recognized as authority versus let's get recognized immediately, so that you can skip all that stuff and start going out there and be that educator and advocate.

Brian: Yeah. Absolutely. And that comes to, in fact, one of the phrases I use a lot when I'm explaining this to people and it's just that perception is reality. As soon as you're perceived as an expert, you are an expert in reality to everybody that sees you.

It's a really powerful, powerful thing that I've been really surprised over the last few years that I've been playing with this, how fast it works. And one of the things it does take though is taking some action.

There are a few things we're going to talk about in this show, in this podcast, over the weeks, giving you little tips on how to do this stuff. It's amazing how fast things can happen.

Like, for example, one of the people that was a bona fide expert, and they have got a seven figure business. I won't give the niche specifics, but they're one of the top people in one of their industry. They've just been killing it.

And I did one of the authority projects for them. Got them featured a bunch of places, like Wall Street Journal, ABC, NBC, all of the big media outlets. And they changed their social media profile picture to include those logos, and when they did that, they had one of the highest Commented on and Liked pictures of the last couple of years.

That was one of the most popular things they've done and they got business out of it. Nothing more than just showing they were featured places.

This is somebody that's a well-known person in their industry, and something as small as that just made a landslide, a difference for them. And that's, again, that's just the perception. It's just showing everybody else that, hey, these third party people say I'm cool, so it's not just our little industry.

It's a powerful, powerful thing.

Jack: And that can be done a lot quicker than a lot of people think.

Brian: Oh, yeah.

Jack: I know some of the times when we talk to clients and it always kind of makes me chuckle when I hear that word, that phrase "down the road." "Oh, that'll be great. We can do that down the road." You know? Oh, that would be great that I can be featured on some of these big media sites down the road. That I may be able to do radio down the road.

And when I say, no, no, no, not down the road. I'm talking about in the next 48 hours. And that's when they just really get, it's almost like the rollercoaster just started clicking. You know?

And it's like, oh. They didn't realize that why wait? Why go through all that when you don't have to. Let's get recognized now for the authority that you are, because there's no need to wait.

People have that I've got to work towards, no, it's got to be harder than this. It can't be, you know, I've got to pay more dues. And it comes down to what we call, actually we manufacture authority. We manufacture celebrity but let's look at the realities. What celebrity is not manufactured? You know?

Brian: Miley Cyrus.

Jack: And I hate to say this. Yeah. Miley Cyrus Kardashian. That's it, right?

Brian: That's right.

Jack: Do you think, do these people do anything? They fell down one day and they got back up and they were celebrity, right?

Brian: Yeah.

Jack: Through no fault of their own.

Brian: Yeah. They just fell into it. One of the things I always look at, and I'm, it's cause I'm a guy in Texas and everything comes back to a football analogy for me almost, but this is the same thing.

Like in a football game, you wouldn't, you don't go out there and say, okay, we're going to score, we're going to wait till later in the game to start trying to score some touchdowns. You just go out there balls to the wall and just try to start making them right away.

And it's the same thing with this. You don't want to wait to get on the radio show. You're going to, I can tell you, first time on a radio show, you're probably going to screw up. You're probably going to sound like an idiot. But it's not, it's not going to be as bad as you think it is. It's going to be worse to you. But you're still going to be on the radio. You're going to do it the first time.

The first time you get interviewed by somebody on TV, you might stumble a little bit. So what? It's just going to happen. You just have to go out there and just do it. Because one year of sitting on the sidelines is just going to get you nothing. You're going to be in the same place you were a year ago and you're going to be kicking yourself.

Jack: It reminds me of, you know, you use football. Football's a perfect analogy. You can work all week on practicing, your special teams and this situation and that situation and the first kickoff, you receive it and you run it all the way back for a 90 yard touchdown. Do you say, whoa, whoa, whoa. Time out. Let's do over. We practiced a lot more stuff than that. That was too easy. We didn't deserve that.

You know, when Mike Tyson used to go in and knock somebody out in 35 seconds, did he say, whoa, I put in way too much work for this for it to be over this quick. It shouldn't have been that easy. Get back up. Let's do it again. You know?

Brian: Yeah.

Jack: There's no reason, don't make yourself or don't feel that you have to go through all these pain points or suffering in order to do it.

Brian: I've got a really good little story about that. It's one that Kevin Nations always tells. I'll borrow this from him. I hope I don't butcher it too bad.

But it was a story about two guys that are high school friends. One goes on to become a dentist and one works at the local factory. The guy that works in the local factory gets a really bad toothache and goes in to see the dentist. Looks at him and says, "Well, how much is that going to be to get my tooth fixed? He says, "Oh, that'll be about \$5,000."

And the guy that works in the factory says, "Wow! That's a lot of money. How long is that going to take?" And the dentist says, "Well, it's going to be about ten minutes."

And he goes, "Well, \$5,000! God! I make like \$10 an hour. That's a couple of months' worth of salary for me." He says, "Why is that so expensive for such a short amount of time?" And the dentist said, "Well, if you want, I can take a lot longer to pull your tooth out."

So it's the same thing. It's okay to have things fast. You don't have to suffer and wait, suffer through the agony to get to the same place if you can get there faster. And that's what we're talking about with this Authority Alchemy. How we can manufacture this and get it done much quicker?

Jack: That's exactly it. And I think, here's one of the analogies I use and I think one that hopefully can kind of sum it up. One thing you're going to find, Brian and I like, we like analogies. Stories work out better. Cause we don't know any big words to make us sound smart. But, you can work a

long time to learn how to be, what is it, the guy, the archer, the bow and arrow. Let's keep it simple. Right?

You can work a long time to be a master at archery. And you can set up your target and you can practice. You can practice and you can aim and it may take months. It may take years for you to hit the center of that bullseye.

But what we're saying is, there is a way that you can display your authority, to display your expertise. And we're not trying to convince anyone to fool people. Right? This is just get it out there, get in front of people.

But what we want to show you how to do is instead, let's shoot your arrow and then paint the bullseye around it afterwards. And that's much easier. And it's a much quicker way to be able to do this, to claim that authority that you really do deserve.

And the reason we wanted to dedicate this first episode around the mindset and around getting you thinking what authority is, other than giving you all these little tactics that you can use to do that, is because we know that you would sit on them waiting for "down the road," when you deserved to use them.

We're saying, right now, if you can look a prospect, a customer in the eye and confidently say "I can help you," and you have information and you're willing and able to share that information, you're willing and able to better your customers' lives, your customers' businesses, then you deserve to claim that authority.

And, remember, it's not about you calling yourself the expert. It's about doing the things that are required. Doing the right things so that others can and you can make it easy for others to be able to call you the expert. To call you the guru. To call you the authority.

And when you do that in the right way, then it comes much quicker and much easier than you ever could have imagined.

So, Brian, bottom line is, that's what Authority Alchemy is. What was that definition again? Turning something ordinary and common into something special, right?

Brian: Right.

Jack: That's it exactly.

Brian: To show you how to do that and how to leverage it also. Because we're not saying to go out and get this stuff and to do nothing with it. There are ways you leverage this stuff. Ways you leverage media appearances. Or you leverage having a book. We're going to talk about those things also. That's an important part of it. If you go and do this, it's cool. You're not bragging on yourself but you're sharing. You're sharing your successes in a humble way and that works extraordinarily well.

Jack: Exactly. You can't just put on the Batman costume. You've got to know what to do with it, right?

Brian: Absolutely.

Jack: You've got to know what to do with it in order to ...

Brian: Throw a little batarang in.

Jack: That's right. Use the utility belt.

So, that's what we're going to be going through with this podcast. What we're going to be going through is sharing ways for you to claim your authority. We're sharing ways for you to position yourself as that educator and that advocate.

To get yourself out there through social media, through the internet and through even offline methods for you to position yourself as that educator and advocate and also for you to quickly be able to put yourself in a position for third party, everywhere from your clients, prospects, all the way up to big media credible third party sources, to recognize you as that authority, so you don't have to call yourself the expert.

Now, Brian, if we were men of preparation, we'd have something for them to do right now as we wrap this up and let them ponder on what we've talked about today.

Brian: Yeah.

Jack: What can they do? For one, iTunes. If you're listening to this, go to iTunes and look for Authority Alchemy on there. We'll have a link on the site, which is AuthorityAlchemy.com. And do us a favor. Subscribe on iTunes and review the show. Let us know if you like this and if it helps you.

Because that's exactly what we're doing. We're being exactly what we are showing you how to do, be educators and advocates for your success. So that's what we'd like you to do. iTunes. Subscribe. Review it.

But also, on the Authority Alchemy.com, if you're listening to it on there, downloading the audio, share this out with others. Share it out on Facebook, on Twitter, on LinkedIn. And that's how you can let us know that this is really making a difference in your life and your business.

Anything else that you want to share with them, Brian, before we wrap up this episode?

Brian: I guess, one last thing. I know we gave a bunch of little calls to action. One thing I would like is in the Comment section of this, maybe give us some ideas of what you'd like to know about for future episodes. We've got a good list of some branding hacks and authority tips and some cool techniques that we have listed up, but if there are things that you guys are wanting to know about, that'd be great to hear about that on there.

Jack: Oh, yeah. Absolutely. And believe me, we got a big old bucket of things, because this could have turned into a five hour podcast if we dove in.

Brian: Oh, yeah.

Jack: But we want to make sure that you get past the mindset. Get past being able to accept that authority and once you get that, watch out. Put on the seatbelt. Cause some big things are going to start happening.

Brian: Absolutely.

Jack: So, with that, thanks for coming through to Authority Alchemy. Our very first episode. We made it through, Brian. And we'd like to give the impression that we put a ton of preparation and script writing into this. But what you hear is what you get. This is us coming genuinely from our hearts and from our heads, letting you know the real deal of what it takes to be authority.

So, until next time, I'll sign off as Jack Mize. Brian, you've got the last word.

Brian: And I'm Brian Horn. Thank you so much for listening to Authority Alchemy and we will see you next week.