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## The Authority Mindset – Being a Customer and Advocate

Jack: And here we are again. Time for the ...

Brian: Authority Alchemy Podcast.

Jack: That's right. This is Jack Mize, along with ...

Brian: Brian Horn.

Jack: Fantastic. We got a really good show today. We're going to be talking about authority mindset, but sometimes that word mindset's a spooky word for folks, isn't it?

Brian: Yeah, it can be a little scary.

Jack: What's the whole theme of the mindset industry? The people that need it most are the ones that stay away from it.

Brian: (laughter)

Jack: So we were supposed to sugarcoat it and disguise it as not mindset, but the fact is, that's one of the biggest questions we get is, "You know, I don't know that I'm quite ready to call myself an authority or expert."

So we're going to talk about that today. But first, we want to give a little bit of a shout out. You know, I think that's the first time as an adult I've ever used that term, "shout out."

Brian: (laughter) Your kids will be so proud.

Jack: Is that hip? Is that in?

Brian: I think it was at one time. I don't know if it still is.

Jack: Okay.

Brian: I think, as soon as some 40-year-old white guy starts talking about it on a podcast, I think that cache and coolness is probably gone from just about everything.

Jack: It is, you know? I did strike the word “neato” out of my vocabulary fairly recently so, yeah, that’s it. Oh, boy. I can’t keep up.

But we do want to give a shout out to some of the folks that have left us some great reviews and comments out on iTunes. Why don’t you grab one of those and what do you have there? Read one of them here.

Brian: First one is from, looks like G33kazoid, with two e’s or actually three’s. I believe it’s G33kazoid and G33kazoid said, “Just finished the first episode and I’m hooked already. I’m excited and cannot wait on the other episodes. This is just the push I needed to get myself ‘out there.’ Thanks for the valuable info.”

Jack: All right. Beautiful! G33kazoid. G33kazoid. That’s clever. I like that.

Brian: I like G33kazoid. And then we’ve got one from iTunes Australia. “This is great work, Brian and Jack. You’re right on the money. For too long, the experts and their personal promotion have been sickening. Let’s hope they’re listening. This is from LaunchGuy over in Australia.

Jack: Very good. The experts, hope the experts are listening. We do, too! That’s what we want is the experts to be listening.

Brian: That’d be great!

Jack: Cause we actually consider each and every one of you to be experts.

Brian: Absolutely.

Jack: Isn’t it? And that’s why the theme of the show today is the claiming of authority.

Brian: Well, before we go that far, we do have a little something for.

Jack: Oh, yeah.

Brian: We almost jumped past that. For those two people we read their reviews online, contact us over at our Facebook page,

facebook.com/authorityalchemy, and we've got some free iTunes gift cards for you.

Jack: Oh, man.

Brian: We'll start doing this on a regular basis, so thank you so much for leaving those comments and writing and reviewing us.

Jack: That's right. And we want to see some ID with G33kazoid and Launchguy on them, all right? So, yeah, hit us up on Facebook. We certainly do appreciate all the comments and the reviews that we're getting on iTunes.

So, the mindset, the authority mindset. And there's so much to it and one of the big ones where people, I think, get lost, are they ready to claim their authority? Are they really expert enough? Do they know enough about their industry?

Brian: Right.

Jack: And we kind of went into this on Episode 1, so if you want to get deep in that, go back to Episode 1 and listen to that. But we want to reinforce some of that today. And first of all, let's go back and define. The show is Authority Alchemy. What is the definition that we have of alchemy? What is authority alchemy?

Brian: Well, alchemy is the process of turning something ordinary into something special, from back in the Middle Ages, when they were trying to find ways of turning metals into gold. Just turning regular metal into something very special, like gold.

And we're taking the authority element of that and taking the person who sees themselves as a regular person, into the process of a very special authority in their industry on this particular topic.

Jack: It is. And really, it begins, and I'm going to tell you right now, and we've had this discussion and it really does change a lot of people's

thoughts. And it's amazing how powerful this is in changing just people's self-esteem or what they think about themselves.

No one is going to walk up to you and anoint you an authority, right? Nobody's going to come and give you a certificate, a license that says you are now an official authority.

Brian: You are officially ready for the big time.

Jack: And can I tell you, if you go somewhere and someone tries to sell you a certificate of authority, then you might want to think about going somewhere else.

Brian: (laughter)

Jack: I don't know, can you sell those here?

Brian: I'm sure you can.

Jack: I bet you can. You can buy a certificate of authority. So it is, the alchemy is the process of turning something ordinary into something special. And it's a common theme through even stories and tales. You think about spinning straw into gold. That's exactly what people feel that is something that's maybe unattainable. But it is. And it's much simpler than a lot of people think about it.

And it's more about doing the things, like we talked about in Episode 1. Doing the things that are required to have other people call you the expert and it's not about calling yourself the expert.

And that's where I think a lot of people have big hang-ups. I can't really call myself the expert. I don't feel comfortable calling myself the expert.

Brian: Right.

Jack: Well, good. Don't.

Brian: Right. That was taught for so long. When I first came into the world of marketing, that's what was taught. They said, nobody's ever going

to claim you the guru, claim you the expert. You have to claim it yourself. Just tell them you, anoint yourself the expert of X.

This is back in the, I guess, in the 90's, early part of 2000's. And it worked. I did it myself and a lot of other people did also. So I said, okay, nobody's going to call me an SEO expert. I'll just call me an SEO expert. I went out there and it seemed to work.

But, like all things, things that work like that come to an end. Those things, it's really been overdone where everybody's doing that now and it's lost its magic.

Jack: Well, it's saturated.

Brian: Yeah.

Jack: I mean, everybody, I'm an expert, I'm an expert, I'm an expert. And the fact that you are hesitant to call yourself the expert, I think, is a good quality in that.

Brian: Right.

Jack: But that's what authority alchemy is. That's where the alchemy comes in. It's about getting other people to recognize you as an expert, without you ever having to say that.

And one of my favorite sayings, that I think really puts a spotlight on this, is in the Land of the Blind, the one-eyed man is king.

And what that demonstrates is, get out of your head that I need to know everything, about everything about my industry, and two, I need to know more than anyone else about my industry.

Brian: Absolutely. One of, I posted this on Facebook a little while back, is that an expert is somebody who knows more and more about less and less. Like really just niching down what you're going to be the expert at, not worrying about everything.

If you think about, even doctors. The doctors that make the most money. It's not a general family practitioner. They do fine. But some guy that treats one, a very rare specific type of condition in the brain and people fly all over the world to see him, he makes a ton of money.

Jack: That's right. And he may not be the one who knows the most about what he is doing. But he meets at least my criteria of the expert. One, he knows more about it than 99 percent of the population.

Brian: Right.

Jack: And two, he's willing and able to help the people that seek him out.

Brian: Absolutely.

Jack: If you can meet those two criteria, you're willing and able, and you know more than your prospects and you're able to help them, then you meet that criteria of the Expert and you deserve Authority.

If you want somebody anointing you, I'm doing it right now. Brian, I'm sure you will too. We now anoint you and proclaim you an authority.

Brian: Insert magic chime sound here.

Jack: Dling. That's it. So you're an authority and that's really what it is. But what I want you to do is don't go around calling yourself an authority now. That's not what we're saying. If you said, Brian, Jack said I should call myself an authority, you'd be wrong. Right?

What I want you to do is eliminate, I'm an expert, I'm an authority and replace that with I'm an educator and an advocate for the success of my prospects and my customers. And this is so important and it's changed a lot of people's lives, a lot of my clients and students.

As soon as they get that, soon as that hits them and they have that V8 moment, it changes everything. And it's a much easier position for them to accept. You're there to educate and be an advocate.

And we talk about that with a lot of the business gurus that everybody knows. You know, we use, a lot of them, common ones, Dave Ramsey, Dr. Oz, Suze Orman. All of those, that's what they do. They're educators and they're advocates for the success of the people that are following them.

Brian: And they're just passionate about their crowd. You look at, we mentioned, I think it was last week or the week before, we talked about Richard Simmons. And he's a little nutty but that man cares more about his crowd than I think anybody else in the industry. He literally is in tears talking to them, really just, visits them in the hospital and just is very focused on their success. He's a total advocate for his crowd.

Jack: Oh, yeah. Absolutely. And there's no other way that a man like that could be as successful as he is, doing what he does, without being that educator and the advocate.

Brian: Right. Yeah. How could a fitness guru be in fitness for thirty years and still never been fit once the whole time. God bless him.

Jack: And I think that right there, in the term, the Land of the Blind, the one-eyed man is king, he doesn't have to be in the best shape.

Brian: No, He has to hang out with really unhealthy people.

Jack: He has to be in better shape than the people that he's helping, right? You know, what's the old saying, to a 4<sup>th</sup> grader, the 5<sup>th</sup> grader is God, right?

Brian: Yeah.

Jack: That's where it is. And so don't feel that you are doing a disservice to anyone, as long as you're able to help your prospects and you're willing and able to help them, then you certainly are an authority.

So that's really what it is. That's what an authority is. It's someone that's an educator and advocate. Now, to get this, I really want to stress that a lot of people go around this whole authority marketing, they do it backwards or they don't start from the beginning, right?

Cause how many people come to us and say, all right, I need to put out a press release.

Brian: Right.

Jack: You know, I need to, how do I get more fans on Twitter or followers on Twitter? How do I get more fans on Facebook? I need to make some videos on YouTube. That's what I need to do.

And they're talking about the mechanical parts of it. And one of the things that we really want to stress is before you spend a dime, or before you spend any time at all in putting these mechanical things, these tactics to use, you have to know what you're going to say.

Brian: Absolutely.

Jack: You're going to have to know your position. You're going to have to define that persona. You can go sign up for your YouTube. You can get your Facebook page. You can do all that and you're ready. But if the message isn't right, you're spinning your wheels. You're wasting your money. You're wasting your advertising budget.

And that's where so many people do it wrong.

Brian: Right. The whole, where your mind is, when you come from this, your mindset where this comes from, just seeps into everything without you even knowing it. Even if you're not planning it, like what Jack said, if you think of yourself as an educator and advocate from the beginning, before you start creating content and pushing it out there, versus, how can I sell more? How can I be more successful? How can I be more recognized? It's going to totally change your type of content you put out.

Jack: It is. And it's also going to change the positioning to where people give you that title of authority or expert, instead of you having to constantly proclaim yourself. And that's where people are making the mistake.

If they say, I need a Facebook page. I need to start doing videos. And without any guidance or just without any purpose, they just hit the record button, what is their natural tendency to do?

Brian: Right. Talk about themselves.

Jack: Brag, brag, brag about themselves. Talk about me, me, me.

Brian: Right.

Jack: Right now, here's what I would encourage each and every one of you to do. If you don't have it in front of you, make a note to do this. If you're ever created a video for your business, if you're ever created a free report for your business, go and read it. Look at it, and I want you to count how many times you say or have written the word "I" or "we," versus the word "you."

Brian: Right.

Jack: And I think you'll immediately see that that's where the mistake is that most people make. If you go and look at most videos, it goes back into the day of Crazy Larry on TV. I'm this. You see it really big in the personal injury attorney space, right? I'm, you know, well, we have the guy here.

Brian: Texas Hammer.

Jack: I'm a tough, smart lawyer.

Brian: Right.

Jack: Right? And me, me, me. Look at what I've done. Look how long I've been in business. Look at the awards that I've won.

Brian: Right.

Jack: And you're immediately not being the educator and the advocate. Because when you listen to a Dave Ramsey show or whatever, it doesn't start and he immediately says, well, here's what I've accomplished.

Brian: Right.

Jack: Here's everything I've done. I don't remember the last time I heard him say anything about what his background is.

Brian: Yeah, not much. And he promotes, lightly promotes his seminars and stuff, but that's about it. He's really good, he's very good about that.

Jack: Yeah, and people seek them out. How can I get more of that? How can I find out more? How can I get more of what you're talking about?

Brian: Right.

Jack: Because they are hooked. They are, it's magnetic. And that's exactly what being the educator and advocate does. People see you as that person that's concerned and you are the natural selection, the natural choice for them to want to work with them.

And so, some examples of some tools, some of these tools that people jump to immediately. How many podcasts have you heard that really have no purpose other than we're going to talk about ourselves again this week and what we can do and how we can do it. From any industry. I'm talking about from photography to fitness.

Brian: Oh, yeah, everywhere.

Jack: It's all about here's what I've done. Let me kind of hit my chest. They might as well call it the resume show. Right?

Brian: Right.

Jack: And that's not going to do the trick. You're not going to get people following you on YouTube. YouTube is one of the, you can spend a day out there, you can spend weeks out there compiling and cataloging the videos of people that thought they were doing video marketing the right way, that is nothing but look at me, look at what I've done, look at this. If you want some of it, give me a call.

Brian: Oh, yeah. Some of those, I won't name, one of the MLM companies that sells blogs, all their marketing is, that's all it is. Every person says the same thing. Look how much money I made. Look how awesome I am.

Jack: Yeah, that's it. And it comes from, especially if people are trying to sell success, they're like, well, you know, let's go and stand in front of this mansion that may or may not be mine. Look, there's a Lamborghini. Let's take a video and it just reeks of I don't know what. It's just not flattering.

Of course, it works to some people.

Brian: Oh, yeah.

Jack: But the fact is if you're looking for long-term clients, if you're looking for long-term relationships and not just transactions, it's not going to work for long, all right? And people aren't going to be able to stand to be around you, if that's all you're doing is talking about yourself.

And so the videos are one. Go watch them. And if you've ever done a video, be honest with yourself. What did you say in that video? Were you speaking to a problem? Were you speaking to a person? And if you're not, now's the time to reposition yourself.

Brian: And just to prove that point, when I was doing some, during the episode about press releases, two episodes ago where we talked about press releases, and I had gotten a bunch from a mastermind I'm in, about eight to ten people in the mastermind gave me their press releases. And I loaded them up and the system I was using, it picks out the use of the words "I" and "we." They're not allowed in press releases.

And it was like boom! They were just filled with them. I had to rewrite the entire ones just because it was all written that way. The entire thing was I did this, I did this, I did this. You know, we did this. We're having our great success with this. So it's proof. When you do it, you can go back and look at articles you've written, even look at sales pages you've written.

You may have been hiring a copywriter to write sales pages. Look on there. It should not be on there at all. You should always be using the word “you” and putting yourself in your reader’s mind.

Jack: Yeah, how’s it going to affect, you know, it’s the old WIIFM, the what’s in it for me. That’s what people want.

Brian: Right.

Jack: They don’t want to see your resume. And if you ever doubt this or are curious about this, just put on your consumer hat. That’s all you got to do. And think about what you look for. And think about how you look at things when you’re trying to decide on using something. And what works for you. What’s best for you.

Brian: Right. And I take myself out. When I do that, I take it out of marketing. Because I know the marketing world so well, I can’t be honest when I look at my stuff through marketing or look at some other pieces.

But if I look at how I respond to something in the fitness industry, that’s a great, that’s why I go back and look at things now. Because, there was one I just bought. The guy has a podcast about Paleo lifestyle, a product. I looked at it and I just get sucked into those.

The marketing stuff I can, ah, I blow off on all the marketing stuff. But when it comes to the Paleo stuff or CrossFit or some other fitness things, I get sucked into those just like people do with the marketing stuff, because it’s not my own. I don’t know anything about it.

So I go back and look at things like that and see what they did that worked. Every time it’s just like they put themselves in your place. I know I was a 40-year-old person that kept doing diet plans and they never really worked. But then I did this one and all of a sudden, it worked. And you can do it, too. So I’ve been there where you are and it’s just amazing how that stuff works.

Jack: Yeah, yeah. And it’s so easy to put the word “you” into any of that stuff.

Brian: Yeah.

Jack: To switch it around. But those things like email newsletter, social media. People don't, they want to be educated. They want to feel like you're the one that is looking out for them. In a genuine sense, you know? And to look out for them doesn't mean that you have to do what you do for free. Right? But you're educating them to where they say, yes, that's what I need to do. Is that something that you can do for me?

I often use the analogy of a doctor. And this is where a lot of people get their positioning. We're going to do a whole show on positioning, but when you go to a doctor, the doctor doesn't come in and say, all right. What do you want? I'm going to, I've done this. You know, I've performed this many surgeries. I've done this. You want to know that they're capable, right?

Brian: Right.

Jack: But you want them to talk about you and your problem, right? And so what does a doctor do? A doctor listens. They diagnose. And they prescribe. And by listening, when you're being an educator and advocate, you have to listen and that's why some people start way ahead of time.

They don't even know who their audience is. They don't know what audience pains are. All they know is here what I do. You should buy it.

Brian: Right.

Jack: Right? I'm a fitness person. Here. I can show you how to lose weight. I can show you how to do this. But without understanding what your audience is and where they're coming from and what their pains are, you're missing a big part of that.

And so you have to pre-listen. Before you even make a video, before you send out a newsletter, before you do a social media, who are you talking to?

Brian: Right.

Jack: And that's where a lot of people miss out on that. And then, when you can say, based on what I've heard, based on the pains that I know you have, my suggestion would be that you do x, y and z. And when you make those suggestions, what have you just done?

You've educated them around their pain and around their problem. You've made a suggestion on here's what I suggest you do. You haven't said, well, based on what you've told me, you should buy my x product, you should buy my "this" service. You said, based on my suggestion, here is a solution to what your problem is. And then that is your prescription, right?

Brian: Uh-hmm.

Jack: You've diagnosed what their problem is and their prescription. And at that point, what are they going to do? Are they going to say, wow, that sounds really good? Let me go find somebody that can do that for me.

Brian: Right. (laughter)

Jack: You've already implanted yourself as the educator. You've shown that you're concerned with their success. The natural, what's going to gravitate them towards you? Well, is that something you can do for me? Is that something that I can find out more about from you?

That goes back to Dave Ramsey. If Dave Ramsey was talking about, here's what you should do based on this problem, you've run up this credit card problem, you've gone into this debt. My suggestion would be that you do x, y and z. And the natural thing, wow, that's great. Do you have some kind of course on that? Do you have more information on that? They naturally want to gravitate to you.

And you can do that. And once you understand what that message is, once you understand and you've positioned yourself and you see yourself as that educator and advocate, that's when you can begin to start talking about this on webinars, on podcasts, in videos, on social media.

It's not something that you have to wait, well, let me wait down the road three months to do. This is something you can make a decision today, that

I'm an educator and advocate. If you're listening to this right now, and you say to yourself, I'm getting "expert" out of my vocabulary. I am an educator and advocate, you're at the starting point now.

That's it. That's really where the mindset is. What have you seen when you actually have that conversation with some of your clients? And I know a lot of times, it's not what they come for.

Brian: Right.

Jack: They come for the mechanical part. They come for the tactical part. But when we start talking to them about, well, where's your voice as an educator and advocate, that's when they have that moment of, oh, my gosh! I never even considered this.

And when we started out this show, we talked about mindset. It's not really something people buy or they want. It's something that they stay away from. But once they get it, it's very important.

What kind of moments have you seen with your client when, before you start writing a press release for them, when you start going through that process of discovering what is press worthy and what's authority about them? Do they realize that change in their positioning?

Brian: Well, yeah. One of the first things we see is when people come on, they feel they have nothing press worthy to talk about. Anything really interesting going on. And then after we dig into what they actually are doing and show them what the authority press release model that we have, one of the main things I like doing is what I call the protagonist angle on it, where you try to make them into the hero of their industry by serving their customers.

So we say, okay, you're going to, that's one thing we did. I may have mentioned this before. We did one that's targeting orthodontists. And their big fear right now is the implementation of the Affordable Healthcare Act.

And so the guy that's writing it made him the hero of all orthodontists, because he was going to show them how to make more money with less

clients so that they didn't have to have that problem. So he became the advocate for orthodontists and saving them from the big evil thing of Obamacare.

And it worked. He crushed it. He thought there was nothing, I just have a marketing program for orthodontists. There's nothing sexy about that. And I said, you're right. But there is something sexy and good about educating doctors that they can avoid this one thing they're most scared of, by this really cool guy that's going to show them how to do it, because he loves them so much. And that's the angle we went at.

Jack: Yeah, and so there's always a way. If you are doing something, a service for fee, guess what? You know something that other people are willing to pay for. And that doesn't mean that you have to keep it a secret. That no, no, no, I can't tell you exactly how I do it or why I do it. Because the fact is, it doesn't matter.

I take my car out to get the oil changed. I'm not peeking over the window, like, hmm, I'm going to see how this guy does this so I can do it the next time. I want that to be done for me. So that's really what it is, is positioning yourself that way.

And when you educate them, you're not just educating around the solution to their problem. You're educating them and teaching them to do business with you.

Brian: Right.

Jack: You're teaching them to want to be your client. You're teaching them that you are apples and oranges from all the other folks that are out there, beating their chest, saying I'm the best.

Brian: Right. People are always looking for and you touched on this also. People are always looking for ways to avoid pain, to get away from their pain. People are generally not looking for ways to enjoy things more, ways to increase value in their life. They're looking for ways to avoid bad stuff. Not looking for ways to get good stuff.

So as you are an educator and advocate for your world, those are the things you want to focus on. How can I help my prospects avoid pain? What pain do they have? How can I help them? And just going in with that mindset completely changes the content you're going to put out there.

Jack and I talked about what can we do in this episode to help the listeners the most. And we actually go through and make our little show notes and try to find the ways to help you guys the most.

Jack: Yeah, exactly. And in each of these parts, we're going to do whole episodes on how to be the educator and advocate when you're doing videos, how to be the educator and advocate if you're putting out free reports, because it's very positioned.

But today is really about you making that decision that yes, okay, that's what I, I'm an authority. You were having a problem calling yourself an authority or an expert because you really didn't understand that definition. Or the definition was something a little bit different.

As long as you understand the definition of that expert or that authority, it is I'm an educator and an advocate and you make that decision today, I promise you, you're going to have a whole lot easier time going forward on what you're going to say to your prospects. How you're going to say it, and what vehicles of social media or video or email that you're going to say it in.

It's going to change the way you make decisions around that.

Brian: Yeah. Can I tell my Last Dragon story?

Jack: Of course. If you really want people to know that you are that into, uh.

Brian: Oh, I love that movie.

Jack: All right.

Brian: There's a guy I actually know on Facebook that just asked the other day, you know, asked a general question, what movie do you always watch, no matter what, if it's on? And this is like one my, I have no idea why

I like this so much, but it's a movie called The Last Dragon. It was like in '84, '85. Barry Gordy produced it. It was a kung-fu movie that took place in Harlem.

And it's a hilarious movie. I love it. But there is a, the main character is Leroy and he's a martial artist. He's a kung fu guy and he's trying to reach the final level, the level of master, to become a kung fu master. And his current, he asked his current master, what do I need to do to reach that final level? He's made it through a whole series of stuff and there's one more level he has to get to so he can consider himself a master.

And so his current master sends him on a quest to go find, I forgot exactly, but he had to go find the master of some dumb guy, some dumb guy and he goes to find him. He went through this whole process to get there and he ended up being a fortune cookie, a computer in a fortune cookie factory.

So he came back to him and said, "Why did you sent me on a quest where it's impossible to solve?" And the master said, (unclear) what can I do finally to be the master and he said something like there's one place you haven't looked at and it's only there you can reach the final level of the master.

And it ended up being, at the end of the story, was that he just had to realize himself that he was already ready to be a master. He realized that when he got the crap beat out of him and was being drowned, it clicked then, he was about to die. Oh, I am, I am the master. He pops up and is the master, starts glowing and beats the bad guy up. And it's awesome.

Jack: Yeah, that's the story. You know, that's the moral of so many stories. You go back from poetry to Fat Albert cartoons, right?

Brian: Yeah.

Jack: The answer's in you. You can go talk to the world heavyweight champion of boxing and if they're candid, they're going to tell you they have doubts. They're wearing the championship belt, saying that you are the best in the world, but behind those doors, they have doubts that, well, they could be a little better, they could be that.

But they don't carry it out there. They own that. They claim that, to that authority. And that's what you're doing. If you decide that you're an educator and advocate, then you've decided it.

I know Brian and I, we proclaimed you authorities, but it doesn't matter, until you proclaim yourself that authority by being the educator and advocate. And as soon as you do that, that's when things are going to change.

That's when you're going to walk with a different swagger. That's when you're going to start creating content from a different angle. And you're going to see some really remarkable things happen, when you do make that decision, and start putting yourself out there that way.

And it's much easier to do than to say, I've got to go tell people I'm an expert. But instead, I'm going to go educate and I'm going to be an advocate for the success of my prospects and my customers.

And, well, it's coming.

Brian: I hear it.

Jack: It's time. It's The Authority Hack.

Brian: Dum-dum-dum.

(Authority Hack jingle)

Jack: All right. The Authority Hack.

Brian: We've got a good one today.

Jack: We do. And this is another one. And when you went through the press release, on the Anatomy of a Press Release, I touched on it a little bit, I think, but really, to put a spotlight on it today, this is really a very, very simple hack.

If you just spend a few moments going through to do a little bit of research, you can get some really powerful response out of this and it really allows,

again, allows your prospect, allows your viewer to paint the picture. And this is a perfect way to do that.

So how would you do that?

Brian: Sure. This one is all about using celebrity quote quote endorsements. And it's going to be an endorsement, an endorsement of the industry you're in or the importance of what you are selling.

So let's say, for example, you are a nutritionist. And you have a website where you're selling nutrition programs. You can go and find a, go into Google and you can just type in Jillian Michael quotes or quotes about nutrition and you'll get a few sites that'll pop up.

Brainyquote is the one I like. So you can go there and find a quote about what you're selling. Like, let's say you're doing one on weight loss. And you can find a quote from a famous person, like this one from Dr. Phil McGraw, and it says, "Successful weight loss takes programming, not willpower."

So on your site, you have a picture of Dr. Phil with a quote below it, "Successful weight loss takes programming, not willpower," maybe on the sales page where you're offering a weight loss program. And right then, you're not tying Dr. Phil to your, you're just doing a quote like the people do with those meme images. But you have that there and that is Phil McGraw saying that weight loss programs are important.

Jack: Yeah, and really, get very specific. So this is a perfect example, maybe not perfect. Again, it's Phil McGraw.

Brian: Yeah. (laughter)

Jack: On weight loss.

Brian: We can find other ones.

Jack: Okay. But you can do a lot. Let's say you're a nutritionist and you have a special program, right? Obviously, you know people like to buy programs. People like to think that there's a special kind of trick or loophole

or tactic, something that they haven't heard before. When in reality, they know, hey, do a sit-up, eat less, you're going to lose weight, right?

Brian: Right.

Jack: But people don't want that. That's not what they're going to buy. And they know that willpower, obviously, is the enemy of most, when it comes to, although I do have willpower. You know, my last year's New Year's resolution was to not drink any straight vinegar this year. And dang-it, I've stuck to it.

Brian: Speaking of vinegar, I was, about two months ago, I was at my in-laws' house. Had a really sore throat. My grandmother, who's from, my mother-in-law's from Mexico, said, here, you need to gargle this. You need to gargle this vinegar. And I was going, no, she said, oh, yeah, it works. It'll completely clear it up. I did that and I literally thought I was going to, my throat completely swelled up shut. My face was red. And my eyes were running. And she said, oh, it's never done that to people. It almost killed me. It was horrible.

Jack: See, that right there is not an authority.

Brian: No, I will not believe her authority on health any more.

Jack: Remember the criteria, right? There's a criteria. Is that you know more and you're able and willing. She was willing to help you. Just wasn't quite able to do it. Here, try this.

Brian: Totally not able.

Jack: So, but if you have a weight loss program or you're a nutritionist and you have a special diet, you put together a special program, then having a quote on your site from other people in the fitness industry, not, you don't want to put on there, you don't want to write some fake testimonial from them and that they're saying you're the best.

Brian: No.

Jack: You don't have to have them say that you're the best. But having something from a famous celebrity person in the nutrition industry and here, Dr. Phil, not quite the slave to nutrition that he probably would like people to think he is, but having a quote on there saying, "Successful weight loss takes programming, not willpower." That is a quote attributed to a celebrity that speaks directly to your audience. And it gives you that association, that authority by association that we talked about.

Brian: Right.

Jack: So, again, don't make up testimonials or have them put, but just have it in quotes somewhere on your site that here's some people that feel the same way I do. It's not just me that thinks that. Here are some other authorities that you may know, like and trust, that reinforce what I'm doing.

And that right there is a very quick authority hack that you can have available to you immediately.

Brainyquote.com. We'll put the link here under the post on AuthorityAlchemy.com. You can go there. You can find all kind of quotes that you can use for this and find something that is just laser-focused to what you're doing in the ad or page that you're using it at. But if you do that, it can be an extremely, extremely effective way to get that power and that authority by association.

Brian: Right. And one of the benefits to this also, when somebody, one aspect when somebody's trying to buy something from you, it's not just, is it going to be this person. It's do I need this? Is this the type of thing, the right solution for me?

And this kind of stuff will address that concern. They'll say, okay, this is true. Dr. Phil or Julian Michaels, whoever, said, yeah, right, willpower is, it's not as, I can't do this just on willpower. I need a program.

Jack: Yeah. And you're reinforcing their thoughts. They know. Okay, that's exactly right. If, again, if they, you don't want to put a quote on there from Dr. Phil saying, hey, just do a sit-up and eat less. You'll lose weight. Because that's not what they want to hear. They want to know that you

have something that is really going to push them and give them the results that they want.

And oftentimes, it may not be any more than you have a special mindset that gets them thinking that way. Or you have a special way that gets them thinking about the right things to eat, or the right things to do. But by having reinforcement from someone they know, like and trust, is incredibly powerful.

Brian: Right.

Jack: So definitely take that and use that immediately.

Brian: Yeah. A very easy one to apply. Just, if you have a Wordpress blog, you can just put that up in your sidebar. Put a couple of those on your sidebar for each page, and you're rocking and ready to go.

Jack: There it is.

Hey, we have a new little segment coming in this week, that we'll be introducing every now and then. And that is bringing in some folks of authority in their industries that have demonstrated authority. And kind of get around inside of their head a little bit, to authority.

So Brian, I know this one that you've cooked up. Tell us what we are going to hear.

Brian: Yeah, in this weeks' profiled authority, I have Keri Murphy. She's the host of Inspired Living TV, and just a really cool woman. So we're going to dig into exactly what she does and how she claims her authority there.

And she's actually a really, something you guys will enjoy hearing about also, probably talk to her something about that, is how to look good on camera, how to conduct yourself on video to have that authority presence. So we're going to get into that and probably get some good tips from her also that you guys can immediately apply to your own videos that you're making.

Jack: That is important for a lot of people. You know, I'm, I guess, one of the lucky ones that, you know, it just kind of comes naturally to me.

Brian: (laughter)

Jack: But.

Brian: Mine is having lots of filters on the camera. That's my trick.

Jack: Yeah. I just smear the gauze on the lens, smear that Vaseline on the lens.

Brian: I just thought of that line from Tootsie, where it's how far back can we get the camera to make her look good?

Jack: Yeah.

Brian: How about the moon?

Jack: All right. Awesome. Well, let's listen to a segment of this and I think you're going to enjoy this. Take it away.

(Keri Murphy Interview Segment)

Jack: Now, what was the moment, what was, when you decided that, you know what, I do know more than folks that need my help? I'm able and I'm willing to help them and I can confidently look them in the eye and say, I can help you. And knowing that and the day that you finally decided that I am an authority. I am someone that can help folks with this.

Keri: Well, I remember that day well, Jack. I was living in Los Angeles and before I actually stepped into Inspired Living fulltime, I was still auditioning. You know, I still have an agent and if it's right I'll go out. But, you know, if any of you have been to L.A., you know what it's like to drive there.

So living by the beach, I had to drive to get into Hollywood. So by the time, I always say, by the time I got hair and makeup ready, which takes some time, you get in your car and you drive. You actually park. You go in and

you sign in. You get to the audition. And then you leave. It is the entire day. You know?

And at that point, I was starting to feel like, gosh, why am I giving up a day for two minutes for someone to try to see if I'm worthwhile to hire or whatever. I just didn't get it. But this was the day that I said, "I'll never do it again."

It was for a job at that Atlantis Hotel and it was a \$10,000 gig. And I'm like okay. You know, at the time, I wasn't, I wasn't making all the money I wanted. I'm like, ten grand. I'd be happy with that. So did the whole thing, hair and makeup. Got in the car. Not only that, I was wearing a bathing suit. Which, you know what? I'm happy with my body, but when you get to L.A., the women there? Hello, people?

Like it's crazy. Like it's crazy. The level of. Anyway. That's a whole other story.

So I walk into this room and I literally see over three hundred girls. Three hundred in this casting room! And I know I'm good on camera. At this point, I had worked for E! and TV Guide and I was booking some really great stuff. So it's not that I didn't have the belief. But it was at that moment. I waited three hours that day. I was almost in tears and I remember talking to my agent. He said, Keri, why didn't you just call me? I would have gotten you in there sooner.

But the point of the matter is, I waited three frickin' hours to walk into a room in a bikini, trying to prove that I was good enough for this job. And it was literally at that moment I said to myself, I will never do this again.

And it was from that point on. Will that mean I will never audition again? No. But I'm not going to put myself out there in a way that compromises who I am, that is trying to prove that I'm good enough. You know? It's, that was it. That was the breaking point for me. It was. I remember driving home in tears, crying, I'm never doing this again.

Brian: Yeah, I saw, I took a good quote off your site that spoke to this and I loved it. It's something Jack and I were just talking about with our

upcoming podcast. And it said, Keri Murphy, you have to stop waiting for someone else to validate your talent and start doing your own thing.

Keri: Yes.

Brian: Yeah, loved that. That's exactly the authority we talk about. That's what it's all about. We just did a show on the authority mindset. We're getting ready to do a show on the authority mindset, about getting people to push themselves past it and realize that they are ready to be an authority, then changing their thinking about what an authority is.

And you nailed it right there. That's great.

Jack: Yeah, I think that ...

Keri: Yeah, I work with my clients a lot on that, too. Sorry to interrupt you, Jack.

Jack: No, no. That's exactly what I was going to ask you about. You know, what you faced, those common challenges you face where people are a little bit unsure of themselves and what you do to get them to kind of change their mindset around owning and understanding that they are an authority or they are that expert. Because it's not something that you can be kind of coy about, you know? Or.

Keri: No.

Jack: And there's some people that'd like to, that might want to do that, and what you do, if there's a secret little trick you use to get them past that or over that. You know, the "what if" games people like to play with themselves.

Keri: Oh, yes. I know them well.

Jack: You know, if there's, those common ones that you find and any little tricks you have to get people past those.

Keri: Well, of course, it's what if people don't like me, right? What if I fail? What if I'm not going to get the results for people that they are trusting

me with? And when I started Inspired Living, I wasn't 100 percent sure what the brand was really about.

I knew for sure that I wanted to help people transform their lives from just wishing or feeling that yearning in your belly to actually going out there and monetizing and doing something that you love.

I mean, it's truly amazing but it's so cliché, we hear about all the time. And then I got a huge hit upside the head about two years ago, maybe a year-and-a-half, that was like, why aren't you teaching entrepreneurs how to be on camera? I mean, I have taught on camera. I have been a manager. I have been an agent. I have been a TV host for national shows. Why am I not teaching people how to authentically show up on camera?

So I started doing that and it's called Ignite Your It Factor. And it's that thing. It's that quality that attracts people to you. And you don't even have to try. It's just you being you.

And so, to answer your question, I think when you're claiming your authority, it's, first of all, what is something that you do that is just so easy that you take it for granted. Like me being on camera. It's so easy now, I don't even think about it.

And then I saw, oh, my gosh, look at all these entrepreneurs trying to do videos and holy, moly, they're not very good. (laughter) You know?

Jack: (laughter)

Keri: Holy moly! Like they really need some help, learning how to authentically be themselves. And I always put there, you know, with all the competition, with all the stuff that you see that we're inundated with every day, it's a little cheesy, but it really does drive home the point that there is never, ever on this earth going to be another person like you. You know?

And if Warren Buffett or Einstein or Richard Branson or whoever thought that they weren't Oprah, thought that they weren't going to be anything, right? Look at the impact. Look at the difference the world would be around us.

And so it's not about not having doubt. I think doubt is human. But I think having conviction and determination are the things that separate those from those who wish for something and those who actually go out there and create it.

It doesn't mean you don't have obstacles along the way. But you are an expert when you stand for something. When you un-waiver, when you don't waiver on a position. And that doesn't mean that it's always going to be liked. And I think that's something really hard, too, especially when you start putting yourself out there on camera.

I mean, people can be very mean. It still blows my mind. Like, what do you people do in your life that you have to say those things to other people? But, I think also, really understanding your value and what you bring to the market.

And that no one will ever bring it the way that you can. And I think that's something that you can kind of just sink your teeth into. And I always say, the more of you that you can be in your business, in your videos, the greater your following will be. Cause who wants another one of anyone else?

You know? I don't want a copycat. And I don't want someone who's selling me the map. I want someone who is committed to being themselves and will help me get a solution that I don't know already.

(End of Keri Murphy Interview Segment)

Brian: Okay. And that was just a piece of the full interview. We'll be releasing the full one on Thursday. So you can listen to the full interview we did with Keri on Thursday. You can either go to the site to listen to it or you can download it from iTunes. And I really hope you guys enjoy it, man.

This is a really neat new segment I think you are going to enjoy. We've got some amazing guests lined up that you're not going to believe we're talking with. Well known people. TV people. We've got some really cool stuff lined up.

Jack: Yeah. And it's, and they're people that have applied the alchemy. They're ordinary folks that have really turned what they do into something special and extraordinary.

Brian: Absolutely.

Jack: And it's the same thing that really is available to everyone.

So today, hopefully, you made the decision to become that educator and advocate. If you're ready to claim your authority, you can go onto AuthorityAlchemy.com. Hit the "Claim Your Authority" button and we can help you claim your authority, in as little as 48 hours. So definitely, check that out.

And I'd like to congratulate G33k, Geezer Girl or Launchpad for winning their iTunes.

Brian: (laughter)

Jack: For leaving us, you know, we just kind of draw those at random. So if you do leave us a review, who knows? We may be picking you to get some free iTunes gift cards. And you can check that out. You can claim those out on Facebook.com.

Brian: Yeah. The Facebook page is probably the best place.

Jack: Yeah. Go to Facebook.com/authorityalchemy and hit us up there and we'll get you your iTunes. And, of course, we always love to hear anyone's feedback on this show as well.

So until next week, Brian?

Brian: Thank you so much for listening, guys. This is Brian Horn and Jack Mize with AuthorityAlchemy. We'll see you next week.