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### Authority Mindset Micro Specialization Mixdown

Jack: All right. Here we are once again with Authority Alchemy. This is Jack Mize.

Brian: This is Brian Horn.

Jack: Wow.

Brian: I jumped in.

Jack: That's fine. You jump all over. That shows you that we don't have this scripted. Where's our director today?

Brian: (laughter)

Jack: We need to fire our producer.

Brian: We do.

Jack: So anyway, welcome to Authority Alchemy. We have a great show today. So what is our topic today? We're going to be doing another authority mindset episode. We got a lot of great feedback from our last mindset episode. So we're going to do some more.

And this one's going to be in micro-specialization. That may sound a little sterile, but as Brian likes to call it, uh, what is it?

Brian: Yeah, when I explain it, I explain it as learning more and more about less and less. And that's when you get more and more specific about what you're teaching, what you're selling, what you're doing. It's easy to become an expert at it and really solve people's problems.

Jack: And it's one of the biggest obstacles that people have. People tend to go against the grain. They think it goes against logic that more is better. That's kind of the way that people think. If I know a little bit, that's great. If I know more, it's better. If I know a lot about a lot of things, even better.

But it really is about focusing in. People, you probably have heard people say, it's really about finding your niche or "neeche." I guess.

You know, we're from Texas. That word just doesn't come out right.

Brian: As soon as I started speaking a lot in Australia, I learned, I started saying "neeche" and I just had to say that when I was talking over there because it'd completely rub people the wrong way if I say niche.

Jack: When you say niche, yeah. Texas.

Brian: So I learned, I started saying it there and now I feel weird, I feel weird any way I say it. I'm so completely totally aware when I say that word.

Jack: I am, too. Maybe we'll put a moratorium on that word. We're going to come up with another word.

Brian: We'll just say industry every time, because my guy, I'm just so self-conscious every time that word comes out.

Jack: All right. But that's what it is. It's about doing that down, right?

Brian: Right. Doing that down.

Jack: It's about narrowing the focus and the specialty on what you do. And we're going to talk about some examples today. And also give you a little bit of, some ideas of how you can think about taking stuff out of what you know. You know? I think we talked about it before. The definition of perfection is not when there's nothing left to add. It's when there's nothing left to take away.

And you'll find that the less and less that you focus on, specialize in, with the information that you provide your customers, it will really shine through. You'll be able to do what you do even better and you'll have a more passionate following. And you'll have people that want to work with you because you are speaking so directly to their problem and having that solution.

So let's define it. That's one definition. How would you define it? Really, to make it crystal clear for folks.

Brian: Going back to what I had said before, just getting very, very specific about what you are doing for people. Just getting as granular as possible. And one way to think of it is looking at doctors. I know we've used this example before, that you've got a general physician that handles bigger things.

But once a doctor gets more and more specialized, say one doctor gets specialized in working on the back. And then as he gets more specialized within his industry, I mean, the one guy that's really doing one specific area of the back and then maybe even within that niche, gets even more specific about one particular method he uses to solve it, he becomes the expert.

Then he goes around, talks at conferences, speaks at events and does whatever, where doctors perform in that big bowl where all of the doctors sit around and watch what they're doing. He becomes that guy.

And that's becoming an expert.

Jack: It is. And you can find that in almost any industry. You'll see people in industries that really do become the expert in a very narrow piece of what they do. And those are the ones that seem to be the most successful.

Brian: Absolutely. The ones that make the most money, for sure.

Jack: Right. And I think we've pretty much cleared up that it's the people that know the most about the most in what they do aren't necessarily the most successful in what they're doing.

So let's give a couple of examples. We'll give a couple of examples of some well-known folks. But then some that maybe aren't so well known. Some of our clients and some people that we can give examples of.

Brian: Sure.

Jack: So we talk about Dave Ramsey, and even, one of our favorites, Richard Simmons, as being authorities and very successful in what they do.

Brian: Absolutely.

Jack: So what are some examples of how they've narrowed it down and talk about less and less and not necessarily the broad scope of their industry.

Brian: Yeah, like Dave Ramsey. He's a financial authority in the broad sense of the word. He talks about finance. Very rarely talks about stocks. Doesn't talk about the gold index or bitcoins or how to invest in real estate or any of that stuff. He talks about one thing – getting out of debt. His specialty is just getting out of debt.

And getting out of debt is one specific way of doing it. He doesn't cover, well, there's all these ways you can do it. I'm the "get out of debt guy." He says, I'm the guy, you just pay off your credit cards, quit being an idiot and get out of debt. And it's a very basic, specialized method.

Jack: Yeah, and a great example of how he doesn't worry about knowing about everything. People that aren't in debt, people that have no debt problems, have no reason to listen to him.

Brian: Right.

Jack: Does he care about that?

Brian: No.

Jack: Right? He doesn't need everyone. And so many people think that they need to cast the widest net to bring in the most amount of potential prospects. And what happens? It ends up diluting the message.

Brian: Right. We see that in our industry more than, we see it a lot in internet marketing. Where, okay, I'm the SEO guy. I'm the Facebook guy. I'm this guy. I'm the guy you pay to do everything. You can tell the new

guys at events, when you're talking to them in social settings and ask them what they do, they say, "I'm an internet marketer."

Jack: Yeah.

Brian: Okay. You are a broke person right now that likes to put that tag on yourself because there's not an internet marketer that has money.

Jack: Yeah, yeah. It's somebody that, well, let's give some examples. We talked about, you know, we've worked with a guy, Greig Weils, who is a really, really fantastic guy. And he is very, very focused on a very particular area, which is LinkedIn.

Brian: Uh-hmm.

Jack: Right? And so the people that say, oh, I'm an internet marketer. Do you do LinkedIn? Sure. Do you do, well, okay. If you do a little bit of everything. But he does not, just LinkedIn as a whole. He's very specific on LinkedIn as it pertains to people that are seeking jobs. Job seekers. That's his market.

Brian: Right.

Jack: Now, when he narrowed down to LinkedIn, just for jobseekers, he probably eliminated, what would you say, ninety percent of the population?

Brian: At least. Maybe even more. It's just people that are seeking for jobs that want to use LinkedIn as a source to find jobs. I mean it's, unemployment came out recently. It's like seven percent. You've got seven percent already. And then ones that use LinkedIn, you're probably looking at like one percent of the total market that he's actually, he can go after right now.

Jack: Now, why would he be so stupid as to neglect all those potential prospects and just go after that? Like you said, the employment in the U.S., the unemployment rate is what?

Brian: It's like seven percent or something. Yeah.

Jack: Seven percent. And then of those, the people that actually are actively using LinkedIn. Man, that guy doesn't know what he's doing, does he?

Brian: And of that seven percent, what percent is actually looking for employment? It's even less. You can break it down, but it's nothing. It's a tiny amount. He just must not make any money at all.

Jack: I know. And he doesn't know how to install Wordpress. He doesn't know how to do all this stuff that people spend a lot of time doing. He's just focused. And he even focuses on the processes of putting that together. And I don't think he makes, what is it? It's like seven figures a year or something?

Brian: Yeah. He makes seven figures a year. He'd be doing so good if he just appealed to everybody in the world.

Jack: That is. Seven figures a year. It's tough to live on, but, I think he can have soup with his lunch every now and then, right?

Brian: Right. I think so. Yeah.

Jack: But that right there is an example of really getting narrowed down. And I'm sure you've seen people that try to and maybe you've even tried to be the "I'll do everything and anything." There's a couple of places, things, examples I can think of where people fail very quickly with this.

One of them, one is restaurants. My son and I, there's a new restaurant that opened up near me and we decided, well, let's go check it out. And we walked in there and we looked at the menu and it had barbecue sandwiches. It had tacos. It had pasta. It started to make you wonder, can they possibly make any of this stuff very well?

Brian: Right.

Jack: And I thought, well, what's the name of this restaurant? *Stuff We Know How to Make?* You know? That's what it seemed like. And we

left. We walked out the door because I had absolutely no confidence in what I was about to eat.

Another one that I see that this happens a lot, is in real estate agents. Now, I'm not going to pick on real estate agents, but I think, I would say real estate agents are notoriously bad marketers. It's not that they neglect marketing. They just do it really, really poorly, a lot of times.

Brian: Right.

Jack: And one of the reasons is because they try to cast that wide net. And when you ask a real estate agent, you know, especially when I'm working with one on how do you want to position yourself? Who's your market? Who do you want to specialize for? Oh, anyone. I want to help buyers and sellers.

And how many times have you seen, I don't know where they get it. You always see the real estate agent with their, what is their glamour shot picture? You know?

Brian: Oh, yeah.

Jack: And you see them spend tons of money on billboards and shopping carts and it just says something like, "I'm the people's agent." I'm like, well, what is that? You know? I'm the people's agent. And they think that they're doing themselves a favor by being available and making themselves appeal to everyone.

But in reality, if they just really (I'm not going to say it), narrowed down their audience to say, I'm going to specialize in working with first-time home buyers.

Brian: Right.

Jack: I'm going to specialize with empty nesters that are moving on and need to sell their house. And what happens is, when people are in that position, they will get those people ninety percent of the time, specifically

because they see them as an authority and someone that's knowledgeable in their particular problem.

It's easy for them to position themselves as that educator and advocate for the success of their clients and prospects when they can speak to a very specific problem.

And that's where folks like, especially like real estate agents and just about any market, when they really narrow down and speak to the problems of a very narrow section of their prospects, those folks end up making way more money, even though they're neglecting ninety percent of the potential market by not diluting their message.

Brian: Absolutely. There was ... a few years ago, when I was moving from, after I'd gotten married and sold my townhome in town in Houston. And the neighborhood I was in, there was a guy and his specialty was that one neighborhood. It wasn't a huge neighborhood. There were a couple of hundred units in there, a couple of hundred homes.

And that was his focus. He lived there. That was all he did. He sold stuff in there. He would help buyers find stuff. But he knew everything in there. We were selling the place. He walked in. He knew exactly what we needed to do to make it look like it'd look better than the other ones in there. What the price range was going to be.

And he sold that thing very, very quickly for what we wanted.

Jack: Yeah.

Brian: That was his thing.

Jack: And so, one more, just so you see that this works. One of my long-time clients is a home remodeler. But he doesn't remodel just any home. He only works with real estate investors that are wanting to flip a house or they're landlords wanting to get their houses ready to rent.

And that's all he works for and that's all he markets to. When most people say, no, I want to do all these bathroom remodels for people, you know?

But he's got a system down where he doesn't have to mess with people that are always living in their house. He gets to always work in empty houses. And people aren't emotionally attached to what they're doing.

And that's all he does is do remodeling for just real estate investors. And I will tell you, he turns down more work than he takes. Because people just want to work with him, because they see him as the person. Cause they're not buying paint and carpet. They're buying the result of working with someone that specializes in their area.

Now, you have a way, people are probably saying, well, okay, how do I decide what kind of area is it that I want to work in?

Brian: Right.

Jack: Because that's the next thing that oftentimes real estate agents will often ask me.

Brian: Sure.

Jack: Well, how do I pick? Which one? How do I know which one is going to work for me? So, if we're talking about just any industry, what are some basic guidelines or an exercise that people can do to try to figure out how they want to narrow that down?

Brian: Okay. Sure. I've got a process that we'll go through and you can all, you people listening at home or the gym or in your car, wherever, can do this pretty easily.

First, define your industry or your knowledge base at the very high level. Just kind of put yourself, what niche, what area that you're specialized in.

And like I say, say for like Jack and I, ours would be internet marketing, maybe at a high level, since we're helping people market their businesses online. That's what we do at a very high level.

But then you break it down to a more specific area. Create about like five different areas. For example, when I say break it down, just take it down multiple levels. Let me give some examples.

For, let's say, internet marketing. Before I really started doing all this authority stuff, for years I was almost purely SEO. So let's say, internet marketing, I do SEO. I focus more on backlinking and then taking it down a step further, my focus is going to be on helping sites recover from Google penalties because of bad backlinking.

See, then I become the recovery from Penguin guy, not just the SEO guy. Because an SEO guy is just some dude. You can buy SEO stuff on Fiverr for five bucks, obviously. You can just go there. But a specialist in helping sites recover from Google penalties is bad ass. That's a guy that can make some money. Cause you're hitting some pain points.

Or you can also say I'm going to be an SEO guy that's going to focus on content development for the supplement industry.

Or you're going to help personal trainers within the fitness niche on getting their local sites ranked to get them more clients.

Jack: Right. And so if, and I know this from a fact from internet marketing, when I've done live events and actually put together my own workshop, if I put on a workshop and say I'm going to do, I'm hosting an event that is for internet marketing for small businesses. All right? Then I'll get a group of people and a lot of times, it will have to be a free event, you know? Just to get more people to come.

Brian: Of course.

Jack: And they'll grab a sandwich and see what this internet marketing thing is.

But if I do something very specific as internet marketing for real estate entrepreneurs or internet marketing for chiropractors, well, then, all of a sudden, you'll not only have a higher attendance rate of that audience, but you also have a pretty good chance that you're going to get people to actually pay to attend that, just to listen to you.

Brian: I was just going to say that.

Jack: And that right there is the real difference by trying to dilute that versus well, I'm going to go for everyone.

Brian: Absolutely. Yeah. For sure. And then once you've got about five areas to choose from, we're going to dig into those to see which one works the best.

And there's something I have called the SPAN Method, that you're going to analyze each one with.

And SPAN, it's an acronym. S stands for Specific. So you're going to create specific sub-topics of each one. And you can use Google suggestions to search for ideas.

So let's say it was recovering from Google penalties. You can go into Google search and type it in and scroll down to the bottom of the page and it will show you some related topics. And you can see if there is more content, more topics to come up with.

You don't want to have something that's so narrow and specialized that you're going to run out of content very quickly. You want to be able to have a lot of stuff to provide people.

The next one, the P stands for pain. You want, the people you're going after, you want to make sure they have specific pains that your topics can help alleviate. And you don't just want to have things that help people, that people want.

You want to give things so they can take the pain away from them. That's where the money is. I was listening to Joel Osteen's podcast at the gym a couple of days ago and he had a really good point that just drove this point home.

That if you think back in your life, you can probably remember a time that you've lost. You had like twenty bucks just kind of vanish somewhere. You dropped it somewhere and you go, "Shoot! I felt my pocket. I just lost twenty bucks." And you probably think about it for days and just agonize. And you just go, God, I just lost twenty bucks.

But if you find twenty bucks in your wallet. Well, probably not in your wallet. Find twenty bucks in your pocket or in a seat cushion or on the floor or something, you go, "Oh, yay! Twenty bucks." And you forget about it. It's gone.

That's because we as humans, we just focus on negative. So you want, pain is where all the real money is. You just want to make sure you can help people alleviate pain.

Jack: Yeah. One of the things I learned from working with doctors is, and I think everybody can relate to this, cures sell way better than prevention.

Brian: For sure. Yeah. That's a good point.

Jack: Right? You can, people will not buy prevention. They'll buy cures.

Brian: Absolutely.

Jack: You know, once they have the pain. So, and you'll notice that. If you've ever done anything in your business where if you analyze it and step back and say, wow, I was trying to sell prevention versus a cure. Who do you think makes more money? The people that sell any virus software to prevent getting viruses or the people that sell recovery services for data that's been lost?

Brian: Very true.

Jack: I guarantee you who pays more.

Brian: Yeah.

Jack: So that is a great point to find that pain. I'm always tough with acronyms, you know? SPAN? Got to stick it in front of there. So P if for pain.

Brian: Right.

Jack: All right. I've got it now.

Brian: Yeah, so a specific pain.

And A is for attainable. You have to make sure you can really help them. You need to be honest with yourself and not go after something you can't do just because it sounds cool or because somebody else is doing that.

We see that now with people that bounce around from topic to topic where somebody is a Facebook expert. Then you see them a couple months later, they have a coaching program. They're going, boom, my coaching program's filled up. I'm awesome. And then they, something else starts working, they start copying that one.

You can't really help people if you're bouncing around from thing to thing. And you have to be honest with yourself, because if this isn't going to work, then you can't help people.

Jack: You mean that if I heard that it was really profitable to teach people how to be racehorse jockeys, I couldn't jump into that?

Brian: (laughter) I don't think so.

Jack: Okay.

Brian: You certainly could try and I think there would be a market out there for people that would love to watch that process happen. I certainly would love to see you race a horse around a muddy track. I would pay for that, yes.

Jack: I think horse chiropractic services would be very popular after that. Yeah.

Brian: N is for numbers. Is there enough of a market to warrant you getting into it. When Jack and I were going over this for the show, we were talking about that, and he gave the example of albino guinea pigs.

Jack: Yeah. Albino guinea pig farming. Yeah.

Brian: It's cool. It's very niche. But I don't know if there's enough of a market out there for them. It could, we obviously aren't doing research on albino guinea pigs. There's probably about a million persons.

Jack: Yeah, we'll get emails. Hey, mister.

Brian: Whoa. Yeah, for the albino guinea pig association getting us for.

Jack: Yeah. Well, you got to be careful. Oftentimes, one of the tricks that folks use is to go down to Barnes & Noble, the book store and look at the magazine rack.

Brian: Right.

Jack: And see what there are magazines put out for. But sometimes you have to be careful about that, even. I think it was George Carlin, the comedian, that says if two people do it, then there's a magazine devoted to it, right?

Brian: Yeah, I think so.

Jack: So you've got to be careful. Definitely, make sure that there is a market for it, for your narrow specialty. But I think you'll be surprised, on the positive side, to find out that by narrowing down, you are going to have way better traction on this.

Brian: Right.

Jack: So how would they do that?

Brian: Facebook groups is a great way. That's everybody's, well, not everybody, but most people are on Facebook. Go in there and see how many groups there are for that. How big they are. Facebook pages also, How many Likes they have. How interactive the group is. You can look on LinkedIn. See groups there. Or industry websites and forums and just see the activity in there.

So if you hit all those things, that there are enough specific sub-topics where you can continually provide content for people and really help people with it and not have it be a problem for people to have.

Also that it is a pain product. Going back to the albino guinea pigs, that would not pass the pain test, because it's nice having a pet, we suspect. But it's not a pain thing.

That would be like if you help dying albino guinea pig special. That would be a vet. But, yeah, so you'd have to have some type of pain point involved and then you can really help them. And the numbers. And that's the SPAN Method.

So that's where you put each idea through. The ideas we got before, put them through this method. See if you can, and see if they pass this method. You're going to, it's going to shake out a bunch of them. You're going to have one or two left to start going through the next phase, to see if it's really what you want.

So the next step ...

Jack: Well, hold, before we do that, I want to make sure that we're crystal clear on this. Cause I know that this, when we talk to people and clients in person, sometimes, there's time, it's hard for them to get their head around neglecting. Oh, but there's plenty of those people out there. Oh, no, but that's a good market. That's a good market.

And to think about, think about Howard Stern.

Brian: Uh-hmm.

Jack: Right? Howard Stern is probably one of the highest paid media personalities there is, right?

Brian: Yeah.

Jack: And he's probably hated by ninety percent of the population that won't listen to him.

Brian: Probably so.

Jack: But that ten percent that gets him, that ten percent that likes him, is passionate about him, makes him stinking right.

Brian: I'm passionate about him.

Jack: Right?

Brian: Absolutely.

Jack: I think even the car industry. They have a pretty specific model about the way they design cars that they need at least a third of the population to strongly dislike the model of car.

Brian: Really?

Jack: Yeah. They said, the model that they use is they want a third of the population to be passionate about it, really like it. A third of the population to dislike it. There's something that rubs the wrong way. And then a third can be indifferent.

Bause the problem is, if you put out a car that doesn't really offend or do it for, if you try to cover the field and make a car that appeals or doesn't turn off everyone, then you've got this.

Brian: Milquetoast thing that nobody notices. That's smart. Yeah.

Jack: Yeah. You've got a car that you've got to compete on price.

Brian: What's that, really that boxy one, that they have like the dancing hamsters? I hate the way that car looks but.

Jack: Yeah. To me it's like a microwave on wheels.

Brian: Yeah, I hate it. But there are people that are passionate about it. They fix it different ways. So yeah, that's a good point.

Jack: On the other end of that with, you know, Ferraris and Lamborghinis and any of those cars, you'll find there are a lot of people that

would never drive one. They don't like the way it looks. But the people that do will pay a lot of money for it.

But it allows you to not compete on price, right?

Brian: Right.

Jack: Otherwise, you're just competing on price and that's one reason people buy it because it's affordable.

Brian: Right.

Jack: And you don't want it to be affordable. You remember what happened to all the affordable cars that came out? What was it? The Geo Metro? Was that one?

Brian: The Pinto.

Jack: The Yugo. Remember that one?

Brian: Oh, the Yugoslavian machine. Of course.

Jack: That's right. The Yugo. I think you run over a piece of gum, you got to call a tow truck, don't you?

Brian: You can't go no more.

Jack: You're stuck. What'd they say? The Geo? It breaks down, you open up the back, there's another Geo back there?

Brian: (laughter)

Jack: So that's the thing. If you're trying to appeal to everyone, you're going to get nowhere.

So once you've established that and you're good with that, that you're not going to work with everybody and you've kind of picked these, now how can you quickly become an authority in that specialized narrow field.

Brian: Yeah, standard things. We've got, obviously, the number one thing is to be an author. Have a book about it. Which, you know, we've

done some things about books before. We said it before. But it really is the best way to define yourself as an authority. I mean, there are very few people that would argue that point.

People that are putting on conventions, looking for a speaker or people that want, TV stations or radio stations that want people as guests, a book is almost what you have to have.

But if you're not at that point yet, where you want to do that, you can also do a blog. Have a full blog and don't do the typical thing. I always laugh. I see people doing this all the time. Is the, when they start a new blog, almost always, three blog posts. They'll get through three. And then that'll be it.

Cause the first one, they're all passionate doing it. Oh, this is kind of cool. And third one, they're going, yeah, I just need to put up another blog post. Then it's kind of like, F- it. I'm done. I'm out of the blog market.

You can see so many blogs where that happens. Same thing with videos on YouTube. It's so funny. Cause I was talking with someone and went back and looked at my YouTube channel. I'm not a big video poster. And I did that. I had like three cool videos posted and it dropped after that. Videos aren't my thing. I don't like looking at myself on camera. I don't like setting all that stuff up. It's just not my thing.

Or like we're doing with the podcast, is another great way. All kind of ways. There's ways to put out there to establish yourself as the authority, by putting content out.

Jack: Yeah, and a podcast is a great thing. How do people go and look for podcasts? They're not looking for, nobody goes in and types in the Search, "entertaining podcast."

Brian: No. (laughter)

Jack: Right? Nobody types in the Search, "interesting podcast."

Brian: Right. Or “good looking podcast hosts,” which would obviously pull us up.

Jack: And they’re looking for some specifics. So I think that’s a really good point there.

So basically, it’s content. Create authority content and more specifically, where a lot of people miss it, is create content where you’re positioning yourself as that educator and advocate.

Brian: Right.

Jack: Advocate. You know, don’t make it. So many people make their content advertisements. Hey, this is great. We know how to do this and you can do this, too. Ah, but if you want it, here, you got to buy this. Right?

Brian: Right. Pure content. It’s got to be very specific on your micro-specialization. So don’t, if you’re going to be the guy for recovering from Google, you’re the recovering from Google expert, don’t get in and all of a sudden talk about that latest, you know, some latest backlinking trick or how to optimize images or something else like that.

Keep it specific, because as soon as you start going off, and being a general knowledge person, you take all of your coolness away. All of your authority, you take away.

Eventually, if you want to throw some of that stuff in, that’s fine. But it would be a while before I did that. I can’t see us doing that. That’d be like us on this, our Authority Alchemy site, just talking about how to do, how to run Facebook ads, because there are some new Facebook ad out there.

We’re just not going to do it. Unless it relates and we relate it back to how to do Facebook ads to position yourself as an Authority.

Jack: How you can play golf like an authority. Here, let’s show them some golf.

So these are some things that a lot of people don’t realize, that are really nowhere near as difficult to do as they think they are.

You talk about books. You talk about blogs. Podcasts. Videos. Think about even down to the level of the free reports that people give away. Right? Going back to the real estate agents. You see real estate agents putting out these reports of just this general sterile.

Brian: Same stuff over and over again.

Jack: Yeah. Your Real Estate Info Guide. What the heck is that? I'm not looking for an info guide. But if you specialize in first-time home buyers and you have a free report that, it doesn't have to be that long, that just says, the five things that Houston first-time home buyers need to know before they start shopping for a house.

Now, the people that you are getting into your funnel, that are becoming attracted to you, are very, very warm prospects and very, very specific.

And we've seen people, I've got clients that put together simple tools that people can use to help them make educated decisions on what they're doing.

Brian: Oh, that's great. Yeah.

Jack: Yeah, and so think about little things that you can do to educate that you can give to people, put out on Facebook. Hey, get my free whatever. But make sure it's free. Don't, people don't like being tricked. People don't like.

What was the classical, what was it, Time Life books. Remember the old commercials? We may be dating ourselves.

Brian: Yeah, I do.

Jack: They had that, did you know that Jesse James once shot a man while he was ...

Brian: Just for snoring too loud.

Jack: Just for snoring. Really? How? Well, buy the book. You know? That's what they'd always say. Well, how did they do it? Buy the book. You know? Don't be a "buy the book" person.

You want to obviously make your offer and them to work with you. But don't string them along and say, well, before I tell you that, you gotta buy the book.

Brian: I forget my passwords sometimes, but I knew that Jesse James shot a guy in the back for snoring too loud because of that commercial from twenty years ago. It's embedded in my brain.

Jack: So that's what it is. To quickly become an authority is really about putting yourself out there as the educator and advocate in just about, I guess, if you want to, it's content. It's content, right?

Brian: It's all about putting out free content, very specifically about what you are doing.

The other thing people are always scared of is giving away their good stuff. Giving away their gold and putting it out there. Don't be scared. Put it out there.

Look at what we're doing on this podcast. We've had several people say, wow, you could have paid products you're selling for how you told us what to do with Amazon or how to write those authority press releases. This is stuff nobody's come up with or put out before. If they did, it was a charged course.

We're putting it out there free and we're getting people that are using us for consulting and other things.

Jack: Absolutely. And that's where you have to, because you know what? We're not worried about getting paid by every possible person that's willing to pay us from a dollar to more. You know? We'd rather get the information out there and the people that we want to work with that are ready to be authorities, that's who we get to work with.

And so, just like you said, don't be afraid. That's one of the biggest fears to get over. And people say, well, if I tell them, why would they pay me if I give away the secret? And you want to know the real secret? They always think you got more.

Brian: Absolutely. They say, he's giving this away. What must he really know?

Jack: Right. And what, I'd be willing to bet you do have more. You just don't think and put a value on in your head.

Brian: Right. Even just on your one special trick. The way that particular person applies it will be very different from the way another one does or another one. You get ten people in the room and they apply your one magic trick. It will all be very different. You're going to be the one to help them figure that out, how to apply that for just them. That's what they really want. How I can use it.

Jack: Those are some ideas and we'll probably come up with more and help folks come up with these, as far as books, blogs. There's creating your own email course. There's so many different ways that you can get to become that authority.

And this is probably the best way, when you're entering a new market. Not necessarily something new, like new knowledge that you have, but if you're entering a market that you're not known in as an authority.

Brian: Right. When you come on the radio and launch yourself, like if you've become the Google recovery expert, that's a new market. Even if you've been SEO for a decade, you're going into a new market if you've not positioned yourself as that before.

Jack: So a new market, and even though, and I don't know how many people that have done it. How many times have you seen in the music business where people say, oh, they're an overnight sensation, but you've seen that they've been slugging it out in the clubs for ten years?

Brian: Yeah. There's one person that won Best New Artist one year. I don't remember who it was, but they'd been around, it was like, you've got to be kidding me. They've had like their fourth album.

Jack: You know, I got to tell you. This is off track, but it's a great anecdote. If anybody has a chance, go out and rent a movie called Searching for Sugar Man. If you haven't seen this, this is where this guy that put out an album, a record here in the U.S. that flopped, but he became Elvis-like status over in South Africa and never knew it.

Never knew it. He's over here working carpentry jobs and over there, he's a rock star that they think died in some mythical legend, but all of a sudden, he's an overnight success because of when somebody kind of figured it out.

So this is, even if you've been slugging away as a real estate agent, as an accountant, as a chiropractor, but now you realize, you know if I just narrow this down and I become this authority in this particular niche, then entering that new market, it's all about what – defining, making your content about that specific area, right?

And then, obviously, having other people talking about you as that authority in that market.

Brian: Absolutely.

Jack: And we've talked about ways to do that through authority press releases, just like you said, writing books, podcasts, things like that. So what can you do as far as getting that, those other people talking about you and looking at you as authority?

Brian: Sure. The first thing is going back to putting out all types of content, because the first thing anybody's going to do before they interview you, before they promote you, they're going to look and see what you're doing. You've got to have just a nice hunk of content out there.

If you're starting off, put out a piece a day for a couple of weeks. Just go crazy with all kinds. If somebody goes and looks at your site, they'll see all types of content.

Another trick you can do on this one, and we do this on our site also, we take the dates off of posts and comments. So when people. It does a few things. One, when you're just starting off, it'll look like you didn't just start off. Looks like you have months of content you put on. And if somebody comes back and sees a post two years from now that you have just written, they'll think it's a fresh post also.

Jack: Yeah. You don't date them unnecessarily. Things that could be evergreen information, people automatically assign, oh, that's old stuff. So you don't want to see that.

So when people are looking, you talk about put yourself out there, available to guest on podcasts. Put yourself out there available to speak at even local events on that very narrow topic. Those are probably really quick ways for you to be able to do this.

And I know we're going to have plenty of episodes around building this up. So that's really the simple way of entering that new market. Is to boil it down, decide what you're going to be and get busy being it, right?

Brian: Absolutely.

Jack: And it's really nothing more than that. I like that. We need to write that down. Decide what you're going to be and get busy being it. Hey, is that a good Facebook picture?

Brian: That's, yeah, definitely, that's a little meme image with your pretty face on it and a little quote.

Jack: That's it.

Brian: Absolutely.

Jack: All right. That's it. Okay. Ohh. I hear my favorite song.

Brian: Starting to move a little bit.

Jack: All right. Here it is. It's time for the Authority Hack. Get your pens and pencils out because you're going to really learn some cool stuff. And it definitely relates back to exactly what we were talking about today. Is when you're creating some of that content, right? When you're creating some of those narrowed down. Man. Can we just find a different word for niche? I just.

Brian: Yeah. I just. Yeah. I feel like I'm losing my Texas roots when I say "neeche." I feel like I need to be drinking tea and putting my little pinky up in the air when saying it. But the Aussies are the only ones that say it like that.

Jack: That's a polarizing word. It is. All right.

So let's talk about this authority hack, is where people get stuck. Right?

Brian: Right.

Jack: They have their brain locks.

Brian: I have nothing to write about.

Jack: Aahhh. You have nothing to write about. So go ahead and tell us about this.

Brian: Okay, yeah. So what this is, this is a free tool you can use online. It's called [LinkBaitGenerator.com](http://LinkBaitGenerator.com). We'll put a link in the Resources section of the site.

But you can go to [LinkBaitGenerator.com](http://LinkBaitGenerator.com). Create an account. And then it takes you to a page where you can put in your keyword and hit a button that says Generate. And what it'll do, it just cranks out link bait titles for your blog post. Ones that sound so interesting you want to click on it and link to it and share it.

Jack: I'm going to pull one up. What's a good one for us to check out?

Brian: What do you want? First-time home buyers, since you're talking about real estate?

Jack: Yeah. That'll be a good one. Okay. Let's go ahead. So we're going to put "first-time home buyers" into the, here and there. And we're going to hit Replace and we're going to generate. So we hit Generate. So what do we see in here?

Brian: We see: Five Insane But True Things About Home Buyers.

Jack: Now, that builds curiosity, right?

Brian: Right. Absolutely.

Jack: And you know one of the things to get people to jump in and this is psychology. Man, I got to write it down. I'm coming up so many more episodes just sitting here.

Brian: (laughter)

Jack: Is one of the big things is generating curiosity and creating anxiety, to get people to want your content. And so Five Insane But True Things About First-time Home Buyers, or if you want to put, First-time Home Buyers Loans. Things like that.

Brian: Just to show how one word can change things. If you had Five Important Things for First-time Home Buyers to Know. It's dry. It's not fun. That's why I love this tool, cause they have these cool little things like "insane but true," is just a powerful little set of words right there.

Because that's just, it reminds me of cracked websites. You know, those types of posts they put. I click on those every time just because it's so interesting.

Jack: It is. That's, can we. I always get clients to strike this word from their vocabulary. Tips.

Brian: Yes.

Jack: Right? Who wants tips, anymore? Hey, I can give you some tips. I don't want tips.

Brian: Definitely something that's been overdone. You're right.

Jack: Yeah. So you don't want "tips." You want "secrets." You want, you know, use the more powerful words.

So, okay. So we go through. They're not all going to be gems. But you can run through them. Let's see. What's a good one? Oh, I like that.

First Time Home Buyers Smack Down. Now, this one has, says, Prince Williams versus the Dalai Lama. Now, you might say, well that doesn't make any sense. You know what? I bet there's a good copywriter out there could make that make sense.

Brian: Absolutely. Or even you could just take, if some piece of it, if Prince William, Dalai Lama doesn't work, First Time Home Buyers Smack Down is great.

You could use like if Madonna has just bought a new house or if somebody else had bought a house.

Jack: Oh, yeah.

Brian: Tie it into something like that. Some young star that bought their first house and use it, you know, Paris Hilton being insane in some new house she has.

Jack: Yeah, you know. First Time Home Buyers Smack Down. Established Neighborhood or New Construction. You know? That right there is a perfect one that people, like, yeah, what should we do? What's better for us to do?

So we got: Eight Reasons to Fear. How about Eight Reasons to Fear First Time Home Buyers. But you could turn that into Eight Reasons to Fear Buying Your First Home. Or Eight Reasons to Fear Mortgage Brokers. Or something like that.

Brian: Yeah. Eight Reasons for Mortgage Brokers would be good. If you're a real estate agent, turn it back on yourself, why people should be scared of you.

Jack: Oh, now this here. Five Amazing Things You Probably Don't Know About First Time Home Buyers. You could put Five Amazing Things You Probably Don't Know About Buying Your First Home.

Brian: Yeah. See you can use these just to get ideas. And getting these written is very easy also. We're going to give you a couple of resources for this also.

The first one, you can go for about ten bucks, go to iWriter.com. Lower case i, like an iPad, iPod, iPhone. iWriter.com.

And you can go there and you can give them this title, pay about ten bucks and you'll have a bunch of people ready to submit articles to you. You can pick which one you want and you have a nice little piece of content.

Then you take that and put your own words in. I would never post something directly from any writer. Go back in and put your spin on it. Put in some images. Make it look nice. Then you put in some cool formatting. And you have some fun with it. Really put in your own words and look.

Jack: Yeah. Now, that's the thing. It's not about getting someone to do it all for you. It's about, you know.

Brian: Getting it started. That's the hardest part of writing. You sit down at your desk with your Wordpress up and a blank screen. And you just go I don't know what to do. This takes you past that problem. You go through here, get a list of maybe ten of them together. Change up the titles a little bit to make them work for you. Go to iWriter. Put in a hundred bucks and you've got, you have ten posts. You can do that, like one a day for a couple of weeks.

Jack: Yeah. And there are a lot of great writers out there that, that's their passion. They get to do what they love and they will do this very

inexpensively, especially if it's not something that you want to do or feel confident doing.

Brian: Right.

Jack: Another one is MyWriters.com.

Brian: Right. That's a little higher level one. They do better stuff. A little more expensive, but it's a good one.

Jack: Yeah. Think it'd be more personal. Search around. Find what suits your needs. And frankly, for ten bucks. Test out a few of them.

Brian: Yeah.

Jack: Some of them are throwaways. Find one that you're comfortable with and you, right there, it's going to save you a ton of time, but give you a lot of content that you can quickly build up that authority, that stockpile of authority content that you can use.

Brian: Right. Piggybacking on that. If somebody particularly does a really good job for you, you can start using them again and just give your jobs to them.

So once you find somebody, get those ten articles, narrow it down, find the ones you like and you can just start sending it to one person. They will learn more and more about your topic. You can give them feedback on your style. What you want done. And you can get more specifically what you want.

Like when I was working with somebody, I said, I want you to reference news. I had some newsjacking stuff. Referencing popular things going on in news with each one of these. And they had looked it up. Referenced it. And linked back to it. So then I have links to popular news stories covering those topics that are, go back into my topic. And there's a whole SEO thing just linking out to other authority sites. But it just makes it look like a really much cooler article.

And you don't have to do it that way. But whatever your style is. If you want it written like more humorously, coming from you, if you want it very dry and serious-type tone, you can do it. They can get your style down. It's really good to have that one person writing it eventually.

Jack: Yeah. And so that's a great authority hack that you can put together and be a content king. Boy, that's sounds like, Content King. Well, okay. You can be a Content King. Or Queen.

Brian: Or Queen.

Jack: Very quickly, by using that. So LinkBaitGenerator.com. If you're stuck with ideas, believe me, this is going to kick the cobwebs out of the brain and let you get down to it.

All right. So, before we wrap this up. We've got a couple of house, what do you call it? Housecleaning? Whatever. Things to take care of.

First of all, we got to give away a gift card.

Brian: We do.

Jack: We do have to give away a gift card because, you know, we told people we were giving away gift cards. So that's what we're doing. It's become popular, so tell people real quick what is the very specific and highly tracked criteria that we use for selecting our gift card recipients?

Brian: We need you to leave a review for us on iTunes or Stitcher – and that's it.

Jack: Leave us a review. Go to, you know, and you can see right there, if you go to AuthorityAlchemy.com, you can hit those sites. You can see how to leave a review. And no, we're not bribing you for good reviews. Leave whatever review you want.

Brian: We're just wanting some information. What you guys think about us, of this show in particular, just to let us know how we're doing.

Jack: And then, we just randomly pick these, very meticulously. Actually, we go and grab them.

Brian: Yeah. Just turn it on and scroll down and poke one.

Jack: And to pick a winner. So who is this week's winner?

Brian: We'll do this one right here. Lucas Rock.

Jack: Lucas Rock.

Brian: Lucas Rock. That's such a cool name. He was probably pretty cool in high school. Lucas Rock. That's such an awesome, that's a much cooler name than Brian Horn. You know, horndog and horny was my life growing up. Rock just sounds, you know, like he'll beat your ass if you say something.

So here, Lucas, he said, "I stumbled on this through a recommendation and was surprised to engage about this topic. One that I wasn't previously interested in, but I am now going to return for more."

Jack: Well, fantastic. And you know what? Lucas, you can prove that by coming and claiming your gift card. Now what are we giving a gift card to? Again, we go through painstaking efforts to find the best gift cards.

Brian: Absolutely.

Jack: Actually, we don't. Where is the gift card to? We're going to give, we'll get you a gift card.

Brian: The little taco truck down the road from Jack's house. All you got to do is come to Houston, find Jack and knock on his front door. If he's home, he'll give you the gift card. You can walk down to the taco truck and enjoy nice delicious tacos.

Jack: That's it. And we, you know, if you don't like tacos, you also can go to Larry's Snack Shack and we'll be happy to do that. But go, claim your gift card. It'll be a good one. Best Buy, iTunes, something like that. Starbucks.

Brian: Right. Just go to our Facebook page, [Facebook.com/AuthorityAlchemy](https://www.facebook.com/AuthorityAlchemy) and we'll get you a good gift card. We're just kidding about the taco place, unless you want that.

Jack: Yeah. That's what I'd pick.

Also, we want to remind you about the new, one of the new features that we have. One of the new segments or episodes that we're doing called Profiles in Authority, which is a little bit different than what you're hearing today.

It's where we attract some folks that have become authorities in their industry and through methods that are really cool, that just about anyone can do. And sometimes they're just folks that we like and we think are cool and we want to talk to them.

Brian: Absolutely.

Jack: And so, this week we interviewed Doug Clark, from the show Flip Men on Spike TV. And that one really, he unfolded some pretty cool stuff that a lot of folks may not realize.

Brian: Yeah, it's amazing the stuff we're teaching you guys, he used to get a TV show. It's almost the exact same stuff. What we're teaching works with the big entertainment industry. I was shocked when he told us about the radio station, how he used the radio thing to get the TV show. That's not far off from what we're teaching you guys at all.

Jack: It is. So it's a really, really cool thing. And this is from a guy that manufactured his own celebrity, his own authority and went on to get a show on Spike TV. It's coming out on ABC this next season of the show on ABC. And it's really good information to listen to on how all this unfolded.

And really, I really enjoyed that interview. So that'll be coming out this Thursday. And if you're listening to this way down the road, just look for the next podcast after this one, because that's where we'll have it.

Profiles of Authority with Doug Clark.

Well, I think we have pretty much gone into the micro-specialization or learning more and more about less and less, to really narrow down your market.

And so, I'd like to see how folks are doing this. Go to AuthorityAlchemy.com. Let us know in the comments. Let us see what you're doing. We loved seeing the comment from the lady that did the CNN hack and got her story actually shown on CNN on the TV show. So we love getting that kind of feedback.

Let us know about that.

So I guess, Brian? What have you got? You want to close it out?

Brian: Sure, I'll close it out. I'm going to talk about something a little different when I close out each one of these episodes. I'm going to do something called Jackson's Lesson of the Week. Little lessons from my son.

If Plan A doesn't work, don't worry. There are twenty-five other letters. As you may or may not know, my son has Down syndrome and they tend to have delays in verbal communication. He's almost three-and-a-half right now and he just speaks a handful of words.

But we were able to teach him sign language at a rate better than a typical child. He has fifty plus signs he speaks right now. He's had that since he was about two years old. So he can communicate with us on just about anything.

The lesson from this for us is that if you aren't hitting your goals in your current path, find a different way to get there. There are many ways to solve your problems.