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How to Get More Speaking Engagements With Authority Marketing

Jack: And it is another episode of Authority Alchemy. And I am Jack Mize.

Brian: I am Brian Horn.

Jack: You know, what occurred to me today?

Brian: What occurred to you?

Jack: Is those really professional fancy people that speak before our show starts.

Brian: Right.

Jack: They already tell people that Jack Mize and Brian Horn are about to talk to you.

Brian: Dude, you're right. (laughter) We're being redundant.

Jack: I know.

Brian: Think we really like ourselves a lot.

Jack: That's, yeah.

Brian: Make sure if anybody missed that portion of the music and the dig crazy, crazy effects, in case they missed, they'll now know.

Jack: We'll say, yeah, here's the low key version of what you just heard. How about that?

All right. But this is, I'm not even going to say it again. Authority Alchemy.

What have we got today? We have a topic that a lot of people look for. They want to know information on it, but it's one of those things that sometimes, they're afraid to ask people or they don't know where to go or ask how does this work? How do you do this?

And it's one of those things that are very common but people don't realize how common this is. And we're going to talk about booking speaking engagements with your authority marketing. How do you use authority to book speaking engagements?

But first, we have to give away one of those high dollar, highly, highly anticipated and wanted and desired gift cards.

Brian: Absolutely. And this week we have a ten dollar gift card off the Ferrari of your choice with Ferrari of America.

Jack: That's right. Two Ferrari purchase minimum. So ten dollars off a Ferrari?

Brian: Ten dollars off a Ferrari. We aim to please our market.

Jack: Yeah, that is. So who is going to be the lucky winner of our ten dollar off the Ferrari gift card?

Brian: This week, it is Mark Edward Brown, who left us a nice comment on the blog for the Bestseller Loophole.

Jack: Oh, this one is not from iTunes. It's actually from Authority Alchemy.

Brian: Yeah, we changed it a little bit and we went to the blog. Actually, we do like comments there also and interaction with you guys. So if you insist on not going to iTunes and Stitcher, you can leave comments on the blog also. We like those.

And Mark said, "Brian and Jack are the authorities on authority. You two pack so much value into your show. It's amazing. Glad you teamed up because it's doubly good what you are doing so don't stop."

Jack: All right. Fantastic. Well, Mark, I want to see a picture of you in that Ferrari.

Brian: Yeah. And one thing about Mark, he has absolutely wonderful taste.

Jack: So how?

Brian: What a great taste he has.

Jack: It is. And I like his haircut. Hey, how does Mark get his gift card?

Brian: Mark can reach out to us over at Facebook on [Facebook.com/AuthorityAlchemy](https://www.facebook.com/AuthorityAlchemy), and we will set him up.

Jack: Perfect. Congratulations, Mark. And if you want to be part of our highly technical and accurate drawing, then you can leave us a note. Leave us a comment. Leave us a review on iTunes, Stitcher or on the AuthorityAlchemy.com, one of the blog posts, and we will put you in the pool to win that.

So let's move on to today's topic, which is how to use your authority, even if this is authority that you created in the last thirty days, how to start putting it to use. Because that's the one thing about creating authority, so you can impress the friends and family, right?

Brian: Absolutely.

Jack: Like the ads in the back of the comics when you were a kid. Hey, won't your friends be impressed? They all laughed at me when I told them I could play the piano, but look at me now.

Brian: Yeah. Famous headlines for all direct response copywriting goes back to that.

Jack: That's it. So to leverage authority, if you've been listening to us for a while, if you've gone out and if you've done the CNN hack, you've used some of this to start building your authority, how do you start leveraging that? And one of the things that a lot of people want to do is to speak.

Now, one of the interesting things is you'll often see that speaking, they say that's something that a lot of people fear more than death, is to speak in public.

Brian: Number one fear is public speaking.

Jack: And that may be the case for a lot of folks, but there are a lot of folks that are in our industry or are interested in what we're talking about, that don't really have that fear. They're hungry to get out there and do it more.

Brian: Cause they know the benefits of it. The benefit of having a full wallet outweighs the fear of having to stand in front of a room for an hour.

Jack: Exactly. And so that also puts a spotlight on what we were talking about, that micro-specialization.

Brian: Right.

Jack: That even though the majority of the world is afraid to speak in front of people, we happen to be talking about a subject that attracts that small percentage of people that it's something that they want to do. They want to do more of.

And that's one of the keys to actually going out and developing that persona, that avatar, that will make people that are putting on events, that need speakers, that need authority, to want to use you, because of that micro-specialization.

So we talked about that last week, about becoming specialized in that one thing. And just briefly, how does that correlate to being able to get more speaking gigs by doing less. Knowing less about less things. It seems like you're limiting yourself from all the people you might be able to speak for.

Brian: Right. It's certainly a point that you'll see it being that way. But if you think about, let's say somebody's putting on an event. Since we are in the world of internet marketing, there's an internet marketing event.

If you are an internet marketing specialist and your speech is going to be on internet marketing, you're not going to get hired anywhere. That's too general for people to want to know about it.

But if your talk is geared toward I'm going to teach people how to recover from a Google Penguin. I'm going to teach people how to run their first series of Facebook ads. Those are much more specific things. You're targeting specific people. Like the Facebook one, you're targeting people that want to run an ad on Facebook, are willing to pay for advertising but have never done it before. So you're really targeting a very specific group of people and that's what people putting on events want. They want something, someone that's going to be an expert on something specific and able to deliver quality content. A general knowledge speech just ain't going to do it.

Jack: Yeah. And that's where people make the mistake. Again, if you're doing fitness and you're a fitness coach and you want to do speaking and you say, well, there are so many opportunities out there. I don't want to limit myself. I just want to do a general fitness talk.

Well, then you're competing with every fitness person out there that's talking. But if you say, I have a talk specifically on fitness goals and achieving your fitness goals for people over 55. Then all of a sudden, whenever those types of events are looking for someone like that, you're going to be the one to get picked.

Brian: Right.

Jack: So you want to get picked eighty to ninety percent of the time that people are looking for that specialty. Or do you want to get picked ten percent of the time, five percent of the time or none of the time that people might be just looking for some general fitness expert.

Brian: Right. You're submitting yourself as being a potential speaker for the topic of fitness and it's going to do you no good. You want to have, you really need to go back and listen to last's week episode if you haven't, because we go through a whole process and you go step-by-step, how to do this.

But really, just getting yourself niched down (or "neeched" down) as we discussed last week, as much as possible, just get down to such a granular

level that you have almost no competition. Very little competition. You just can really own that one, that one market.

Jack: Okay. So we won't dwell on that too much. You can go back to listen to last week's episode on defining your micro-specialization.

So let's go into you are establishing yourself as a speaker. You have something to talk about. And people can do this, even if you have a thirty, forty-five minute talk. I promise you, you're going to find much more opportunities to do anywhere from twenty to thirty to forty-five minute talks than you are going to get approached to be doing full-day workshops, seminars, right away.

Brian: Right.

Jack: So what are the things that people can do to establish that proof of authority. You know, they say the first impression, right? You never get a second chance to make a first impression. When people are perusing, trying to figure out, well, who should I put on my list to dig into deeper? And they go and look at it. What are some of the things that people can do to say, okay, without seeing or listening to this person, I get the impression that they are up to something and they need to be looked at further?

Brian: Sure. One of the things I think, well, what you would do first? If you are putting on an event and you had, say, ten people. You want to pick five of them. And you're sitting at your desk. What's the very first thing you're going to do? You're going to Google them. You're going to look at their website.

And if somebody does not have a blog or a podcast or a YouTube, video blog, that consistently delivers quality, relevant content on your micro-specialization, you're not going to be one of them that's picked. That's one of the most important things is to have a consistent blog, podcast or video blog or some other method of putting content out there, that people can see. That's going to be your proof of authority.

Jack: Yeah. That's your authority content, right? Authority content is what you need. And I can't tell you how many times that I've even gone to try to speak at, but have been approached to speaking because people say, hey, I saw your videos online. I saw it.

And it goes back to, again, that educator and advocate, when they see that and they feel that this is a person that I would like to have speak to my group. This is just going to be, because remember, at the end of the day, are they saying who can I find to give an opportunity to?

Brian: (laughter)

Jack: Who can I find?

Brian: Who can I help? I want to make somebody's day. There's that nice guy, Jack. I'm going to help him out and let him go.

Jack: Yeah. As much as you'd like to think the world works that way. They are saying, who can I get to make me look good? Who can I get to make me look connected as a person that's putting this on?

And that's where you have the opportunity to really be head and shoulders above your competition with, one, your content. But what is it, people, they do drive-bys, right?

Brian: Absolutely.

Jack: Sometimes you have to give them the opportunity to even look at your content. What are you going to have for the fly paper that's going to make them say, whoa, okay, I'd better look at this person. Let me see what they're up to.

Brian: You've got trust triggers.

Jack: Trust triggers. And that is, Derek Halpern, right? Over at SocialTriggers.com?

Brian: Right. He's the one that came up with that. And it's basically, just like what we do with our logos. He's got big media logos he put on his

site that instantly, when somebody hits your site, within less than a second, they can pick up that you've, like say you've used the CNN Hack, the "As seen on CNN" logo.

Or you've done one of the authority press releases with us. And you have your ABC, CBS, Wall Street Journal logos on there.

That instantly says this guy is not just some guy sitting in his basement, typing on a blog. He has a real business and has been already, these are the places that have already picked him up because he is an expert.

Jack: Exactly. And that's what you're doing in an instant. That's that first impression. When somebody bounces onto what you're doing and they see those trust triggers, like the big media logos. They see that you've been quoted or you're doing regular contributions to CNN as an authority in your industry, then you're going to be on the list.

Brian: Right.

Jack: That's the first goal. Get on the list.

Now, going deeper, some of the things that really separate you, put that gap between you and the other folks that they may be looking at, are things like, well, what's the. One of the oldest in the expert guru game is what?

Brian: The biggest things, been the longest, it is still, is having your own book.

Jack: Having your book.

Brian: Having a book.

Jack: Yeah, having a book. And Brian, I can tell you, chose those words very carefully. Because we did the episode on the Bestseller Loophole. And if you listen to that, you know that in our industry, if you're not writing Stephen King novels, if you're writing So Many Shades of Grey, then the real benefit of you being an author or a bestselling author is not in generating money or revenue selling your book. It's being the person that wrote the book.

So we talked about the benefit, the value. Your income, your profits are not going to come from selling books. It's coming from because you *have* a book, and this is a perfect example if you get more speaking engagements, which in turn brings in more clients, brings in more revenue, that is coming from you having a book.

Brian: Absolutely.

Jack: That's one of the seeds that got planted. And so, you and I, we've both spoken at a lot of different events, internet marketing events. Industry events. And without hesitation or exaggeration, having that book, allowing them to introduce you as author, bestselling author, what kind of impact do you think that's had on your, the amount of speaking opportunities and invitations you get?

Brian: Oh, huge! Huge! That's what, a lot of the gigs I got were because of that. Because of the authority position that I had myself for years, having the book, being featured in those different places.

You're not like anybody else when you do that. And there are a lot of people that have, some people that have books. But when you position it the way that we're telling you and stack it with the big media appearances, there are very few people that have that.

Jack: And it even comes to, it's weird the way that things work and the perception. You can have a, let's say an e-book. Even an information product, that sells for a hundred dollars. And that's not going to impress people as much as author, bestselling author. Even if it's free books, even if it's ninety-nine cents on Amazon.

Brian: Right.

Jack: It just carries a much different perceived value or puts you in a different place. Not that having that product doesn't. Having products definitely creates authority. But the minimum effective dose of getting, starting out being an author is definitely one of them. And even, if you're a co-author, a contributor to a book, even if you don't have your own book. The fact that you can be introduced as bestselling author.

And it's not the fact that they're impressed with the knowledge that you put in that book. I can tell you, most people that have picked me because I was an author, never read my book.

Brian: Nobody does. That's what I was going to say. It doesn't matter what you put in there. Nobody, I mean nobody is going to read that. Very few. I think the person that read my first book was the man that raised me. And I think that my mom didn't even read it. My wife didn't even read it.

We have my, it's so funny. We put ... My kids, I have a three-year-old son and a one-and-a-half year-old daughter. They love books. They just tear through them. And there was, he was in my office playing one time, and I handed him my book. And he loves books. He looked at it and just tossed it on the floor and went on to something else. He doesn't even like it, so he didn't read my book.

So you don't have to worry about making your book perfect.

Jack: Yeah. If you're sitting there thinking that they're going to say, oh, bestselling author, well, let me read your book and I'll get back to you.

Brian: (laughter) No.

Jack: No. Because their benefit, you know when they win? So many people miss the benchmarks of success in this. So many people miss when they can identify what they've done as a win.

Well, the people that are hiring you to speak, they win as soon as they get somebody that they can stand on stage and say, "Ladies and gentlemen, please welcome bestselling author ..." And that's when they've won.

Brian: Absolutely.

Jack: Because you just gave them the opportunity to be connected. To look like they are able to attract the top people in the industry.

Brian: Right. Even when they're promoting the event, whether they're sending out emails or marketing pieces, trying to promote. We've got

bestselling author, Jack Mize, who's going to talk about XXX, sounds so much better than we've internet marketer, Jack Mize.

It has such a different ring to it.

Jack: Yeah. That's what I say. On the radio, they always want to say, any time they can say, bestselling author and quoted on CNN, Wall Street Journal, ABC, sounds way better than, "And please welcome a pretty smart fellow, Larry." You know?

Brian: (laughter) Yeah.

Jack: It's a much different value there.

Okay, so obviously, writing a book is great. What about if they say, well, let me see you speak. Do you have any samples of you speaking somewhere?

Brian: Oh, yes.

Jack: That's the whole, that's another egg before the, what is it? Chicken?

Brian: Chicken before the egg. Egg before the chicken. Which came first?

Yeah, because most, it's really a catch 22, that most event speakers, most planners will not hire you if they haven't seen you speak or you haven't spoken before.

So you can't get hired to speak unless you've already spoken. So what are you going to do? Well, it's very easy to get on local or small industry events any time. No pressure, not to sell anything. Definitely not getting paid. And get one of those. There are local chamber of commerce groups. Different clubs.

And when you get one of those, just hire a videographer to come in and record you. Or if you know somebody that has a good camera, good

recording equipment, someone knowledgeable with what they're doing, have them come in and record you.

Jack: I can tell you, that is the investment. If you were, if you are looking to get your first, some of your first speaking gigs, then definitely, networking groups, small groups that will have you speak in front of anyone that will have you. And take pictures.

Can I tell you that the camera at the right angle, I've seen events that were recorded and photographed at the right angle or done at the right times, that if you were there in person, you would think, what is this? Do they take bets during the day here? Is this a bookie office of something? You know?

That is just, it can be made to look magical.

Can I tell you the magic? The magical piece to make a great speaker photo – a microphone. If you have a picture holding a microphone or a microphone in front of you, it's automatically inferred by the person looking at you that you are the center of attention.

Brian: What about the, what are the little ear piece ones?

Jack: Well, that's the thing. I prefer the David Lee Roth microphone. Some people like the Brittany Spears microphones, you know? I guess if you're the Tony Robbins motivational speaker, right? You've got the little Brittany Spears. You can do that. Have the little piece right there. But even if they hold the microphone. I don't know. But, I guess it's all your preference.

Brian: Yeah, the big one definitely stands out more. Yeah, interesting.

Jack: But, yeah, but usually, it doesn't matter. Just as long as it appears that you're on stage. And what's great, people don't realize they can crop pictures. All right? I'm not saying photoshopping.

I'm talking about if you are talking and there are fifteen people in the audience. Crop it to where you see the tops of the heads of the first row of

three, and there's no. You could be in front of an auditorium of three thousand. The fact is you're speaking in front of someone.

Brian: Right.

Jack: I'm talking about any type of group at all. It's not going to matter. It gives you experience but you have social proof that you have actually stood up in front of someone and spoken. So great speaker pictures are something that's important and you can do them at just about any event.

Even if you get up at church and confess some terrible, terrible sins. Have somebody take pictures.

Brian: (laughter)

Jack: Especially if they hand you a microphone.

Brian: Another thing is you can get your video edited down also. So you don't have to have the entire speech. What most planners seem to like is just to have two versions. One, have your full speech, if it's ten minutes, if it's twenty minutes, if it's an hour, whatever it is. Have that for them that they can watch.

But also do a two-minute highlight reel. And so that one, it's something fast, punchy. They can watch and see how you interact. You make the crowd laugh. You make a good point, that you look good and authoritative on stage. It also gives your other visitors to your site something really quick to watch and punchy.

Jack: Oh, yeah. And what you, you know, one of the things that I've done before, and I wish I would have known this when I first started. I've done events that I just didn't pay that much attention to what I looked like, when I went on stage.

Brian: Yeah. (laughter)

Jack: You've been there, right?

Brian: I go back and watch and, oh, my God! Now, I get my jackets and shirts tailored so they fit much better. Back then, I didn't. Oh, my God! I look like a little kid wearing his dad's sport coat.

Jack: You know what? There is, I must have the worst luck of when people snap pictures. And now with social media, Facebook, I've got pictures. There's one that floats around on Facebook. I'm on a panel on stage and I look like I just fell into a narcoleptic coma, you know, amongst the other speakers.

Brian: (laughter)

Jack: And so, you can't help that. But one of the things also is if people really liked your talk, get your iPhone out and your camera and say, oh, really, would you mind saying a few words? And you can get some nice video testimonials there when folks are all lathered up by what you just talked about.

And I can tell you, you may get a roll of people that just drone on and on and they don't seem like they're going to be good testimonials, but when you cut those up into quick clips, you got a good testimonial reel, for sure.

Brian: Absolutely.

Jack: So definitely take advantage of that as well.

And so these videos, they don't have to be award-winning. You're not going to show them, they're not going to be signed up for the Sundance Film Festival, right?

Brian: Most likely not.

Jack: Okay. But so, get it clean. Get it clear. And really, what it's meant to do is show that okay, this person is a capable speaker. All they want is proof that you're not going to get up there and freeze up.

Brian: Right, and stutter and just sit down.

Jack: So, that's it. A quick video example is something that you can do.

So how do you mix and mingle to get these types of opportunities?

Brian: Well, you need to go to some industry events.

Jack: Now, that's a tricky word. Industry events. Now, when you first started getting into entrepreneurship and working for yourself and people said, you've got to network. You got to go to these events. And you start going to events of what? Other people that do what you do.

Brian: Just like you.

Jack: Other. You get to sit and instead of it being this nice, great mixer and you get to, you end up commiserating about all the bad things in your industry, sometimes. It does build camaraderie. I'm not saying avoid those. Do those. But don't think that those are the only ones that you need to spend time at to build your business, because even those can be profitable and they certainly are some of the most profitable ways that I spend my time.

Brian: For sure.

Jack: What's even a more profitable type of event to attend?

Brian: The ones your clients go to.

Jack: Your clients' industry events.

Brian: Right. So if your clients are real estate agents, go to real estate events. If they are in the fitness industry and you are providing marketing services or something for them, go to those events.

Jack: That's it. And those are the ones that you want to speak in front of. Do you want to speak in front of a group of your peers? It's kind of like the people in academia and doctors. Some of the biggest, they kind of put themselves up on a pedestal when they speak to their peers or they're revered or regarded by their peers.

But the fact is it's going to be much more profitable speaking to your prospects than it is speaking to your peers. So those are some great examples.

If you do something, a service that helps the lives and business of real estate agents or real estate investors or mortgage companies, go to those events, because they're going to be far more interested in what you do than your peer group.

Brian: Right. And kind of take your ego. So a lot of people, like in the internet marketing community, they think once they get up on stage, they'll be more recognized and respected within the community. Which is cool, I guess, but do you want to have adulation of people you see once a year, or do you want to have money for your family?

Jack: Yeah. That's it.

Brian: And that's really the progression that goes through. At least, in this industry and probably several others also, is that you do, once you start making your way up a little bit, that becomes your goal is to be the, seen as the person that can get on stage, versus the money guy. And it slowly changes.

I see that progression over time that the people that are the, particularly the big leaders of the industry, kind of eventually fade away. Even like, we look at like Frank Kern, who is the top dog. Well, he's kind of dropped off all that stuff and is now just doing consulting for private businesses, just making ridiculous amount of money not working that much.

Jack: Oh, absolutely. But I can tell you, when he does go on stage, he fills the room.

Brian: Oh, yeah. For sure.

Jack: And so that doesn't go away. But this doesn't mean that you have to jump on stage at some big national, international industry event.

Some of the things that you can do locally. In fact, I know, Brian, I think the first time I ever met you was at a local Glazer-Kennedy local chapter event.

Brian: Oh, yeah.

Jack: And this was a small one, maybe thirty-five, forty people.

Brian: Oh, a horrible room. It was one of the scariest rooms. Got up there and started showing. What'd you say? How did you describe it?

Jack: I can't remember. It was held in a printing press museum.

Brian: Museum.

Jack: A printing museum.

Brian: Yeah.

Jack: Which I found odd. You know, how many times, you know, printing museum.

Brian: And they charge admission to come see old printers.

Jack: You know? It would have been better off if they had put that like in an amusement park on a hot day. Because, like you know, anybody will go inside any museum and if there's air conditioning, right?

Brian: Absolutely.

Jack: And so, but that was a small event. Thirty, thirty-five people. You speak at that. You build your chops, you know? Think about it. You think about, what is it? Musicians and comedians, they have open mike night. Find something that can be the equivalent of speaker's open mike night.

I personally have never been involved with or been at a Toastmasters.

Brian: Right. I haven't either.

Jack: But I've heard nothing but great things about Toastmasters and what they get you to accomplish. So, there are definitely opportunities to do

that. Get in there and speak as much as you can, as often as you can, and you'll find that you can develop the confidence in doing that.

But also, the people that see you, you'll be surprised at how six months, nine months, twelve months later, hey, I saw you speak at this thing. Would you mind, do you want to come speak at my thing for the same topic? So it definitely builds on that.

So let's speak on the researching, researching events. What would you do to research events?

Brian: Before you go to these events, don't just go up and show up and wing it. Go to the event. Beforehand, *research* the event. See what potential clients are going to be there ahead of time. And know who's going to be there. And make your hit list of people that you want to connect with.

If you just go and wing it, it may or may not work. You always need to go in with a plan.

Jack: Right. So here's something also that may go against conventional wisdom about giving away your products and services for free. But here's the catch. You don't want to be the guy that goes out and gives all their stuff away for free.

But if you do it the right way and strategically, and to the right folks, it can be very beneficial. Some ways, with charities and non-profits, to offer your services or whatever you do to charities and non-profits in a number of different ways.

Brian: Right. Like a potential person you want to. If I was putting on an event and you wanted to speak at my event, if you came up and said, hey, I'd like to donate my services to the Houston Down Syndrome Association, give some Pay Per Click services with \$500 worth of stuff to help them raise money. And I'd like to do that on your behalf.

That would be very impressive. That's my charity. And that'd be a way to get in the door with me. They could show me that they do what they were doing. And if they did a really good job, with a charity, I'd go, wow, they

really know their stuff on Pay Per Click of whatever service they donated. That'd be someone I'd want to come speak at my event.

Jack: Oh, yeah. And it could be, if you think about it, if you're a fitness trainer, right? Offer a free session to be part of an auction that the charity is auctioning off a bunch of different items. Offer a session or.

Brian: Right. Or if it's like a, like the Down syndrome thing or another children's one, you go and have, on a Saturday, have a free workout thing for them to go do some physical activity with a group. All kind of things like that you can do. Just to get on the person's radar.

The goal of this is to get the potential, get in front of the potential clients where they know you, instead of just going in, beating down the door to come let you speak. You're going to show them what you can do but in a way that's a little bit different, through the charity or non-profit. It's a really cool way of doing that.

Jack: Yeah. Absolutely. And one of the things you can do to be seen is you can manufacture your own authority and celebrity. You know, last week, if you listened to the Doug Clark interview, right? He talks about how he started his own radio show to ...

Brian: To get a reality show.

Jack: Yeah. And I will tell you, I'm going to tell you right now. You're going to see all these organizations that will be happy for a fee to say that they're going to book you to speak at these things. Just be very leery of that kind of stuff. There are lots of opportunities out there. And that may not be one of them that is going to be your best choice.

So some things that you can do that you fully control, rather than trying to get other people to do it is manufacture your own celebrity. And ways that you can do that is start like a podcast, right?

Brian: Absolutely. Or a blog. Or interview people you want to connect with. And that's a great way to get to those people also. I can tell you, look what Jack said. We just had on our show last week a guy that has a reality

show. It's being picked up by ABC, so it's going to be a network show. And we had the guy here on our, interviewed him on our podcast.

Do you think that if we can get, we got the network TV show guy on this podcast, you can get a person that's hosting an event to come on yours? Of course. People always want to be interviewed. It's amazing.

Jack: And I see people that say, I'm going to start a podcast because it will be cool. Or I'm going to start, you know, my own authority blog because it will be cool.

Well, have a better reason than that, to be cool. Because one of the things is you now created your reason to contact these people. If you just wanted to reach out to someone that's an authority or has, is connected or has power or influence in your industry, it's tough to just call them and say, hey, I just wanted to reach out to you because I really would like to have some of your coolness ooze off on me. You know?

Brian: (laughter)

Jack: But if you called them with a reason why, I have a blog about this industry and I would like to interview you as a subject matter expert in this. I have a podcast around this. I'd like to know if I can interview you.

All of a sudden, your why is not just a one-way street, right? It's a two-way street. And so what are some of the benefits of you being able to interview someone of influence, whether it's a written interview or an interview for a blog on your blog. What are some of the reasons that that can be highly effective?

Brian: One, you're going to show your micro-specialization that shows you are an authority in that topic. You're going to get to know them better. They're going to know you. And if you sit down and spend thirty minutes with a person and you have any type of personality and you're not a wet mop, you're going to have a connection with them at that point. They're going to know you. They're going to like you.

Jack: Yeah.

Brian: And people are going to get to hear you. You have, all of a sudden, you have some of those highlight reels and even though it's not video, if people are looking for speakers, they can always listen to your podcast and say, okay, this guy has some good information.

But also, look at the people he's associated with or she's associated with. And then another reason is these people of influence that you interview, once you finish interviewing them, well, guess what? They still like to get more accolades and build up more of their own trust triggers.

And they're going to let people know that they were interviewed on your show, or on your blog. And now you can build an audience from the people that you sought and see as influencers. You're now going to get one of the quickest and easiest ways to have their audience see you as well.

Brian: And their audiences love it. I noticed with, we did Keri a couple of weeks ago and we got a lot of traction on Facebook from her people. She shared the link to it and she got a lot of comments on that. We had a good bit of traffic from that.

So it absolutely, absolutely works.

Jack: All right. So talk a little bit about knowing how to get in front of where your prospects are and the whole word of mouth that you're going to get from clients and being seen with these influencers.

Brian: Yeah. Your prospects, you want to be in their faces. Nobody's going to pick you after they see you just one time, usually. You're going to have to be in their face all the time. But you're going to do it actually with authority or do it a little intelligently.

If it is a person that is a, you know, that they're active on Facebook, be active on Facebook around them. Comment on their stuff. Like some stuff they're doing. Have their circle of friends, their close little circle of influence, their friends around them, be interacting with them also, so they can see that you're there also.

All of a sudden, you're going to start popping up everywhere. They're going to see you. Also, word of mouth of your clients. Being seen in the media. Like we're talking about that.

Testimonials from common clients or friends. If you've done work for them before, get those people to do testimonials. Put it on your site. When the person starts digging around, they go, oh, wow! Jim's used them before. That's really cool.

Jack: And what's really impressive is if you put that testimonial inside a big media press release and if you have a person of influence and you interview them and you say, oh, by the way, I announced the show that we did. Here it is on the Wall Street Journal. Here it is, you know. They're going to all of a sudden say, well, whoa, whoa, whoa. Maybe I underestimated what this guy's doing.

Brian: Yeah, he just got quoted in the Wall Street Journal.

Jack: Yeah. That's incredibly powerful.

Another easy thing to do is a speaker section on your website. Why not let people that like what you do see that you actually do speak, that you're available to speak at their events.

Brian: Right. Yeah, just having that there, like having Brian Horn is available to speak at keynote events or industry events or whatever it is. Throwing "keynote" in there sounds kind of cool also. I would throw that in there, even if you're not going to be booked for a keynote, it makes you look like you're an exalted veteran. So put that on there.

And also have things like a downloadable one sheet or brochure that has your picture on it. Your micro-specialization, explaining exactly what you're most knowledgeable about.

Some bullet points about what your speech is going to be about. And have them written out as, don't just. When you write out bullet points, as with everything, have them be benefit statements, like what the person's going to, will get out of it. Something they can just pick and copy.

Jack: Yeah, not about you. Not I've done this, I've done this, I've been here.

Brian: Yeah.

Jack: Here's what you're going to get out my talk. That's really what you want.

Brian: What the talk is. Really even more important, how the talk is going to help the audience there. That's what the person's concerned about. And I think you put your speaker video on there also that you probably, at this point, have already created.

Jack: Yeah.

Brian: I bet at this point in this show, they've already been so excited, they've already made their speaker videos.

Jack: That's it. While you're listening to this, you've gone out and made videos.

Brian: Our little alchemy family doesn't play. They go out and do it.

Jack: That's it. Now, you know, we talked about get on stage anywhere. It doesn't matter where it is. I don't care if your kid's scout troop needs somebody to talk. Go talk. Right? All right.

And so what, that is amazing how little things that you think may be insignificant or inconsequential, can be those pivotal moments that turn into something really remarkable.

Brian: Can I tell a story? I'll tell the story of three speeches. One of the first speeches I did was for a client, Rory Fatt. He's a restaurant marketing guy. He just helps restaurant owners with their marketing. I spoke at an event of his. And Bill Glazer was at that event.

Shortly after that, I was asked to speak at, to fill in for a speaker who had to drop out at the Info-Summit, which is a big, one of the three big internet marketing events. And there was a guy in the audience there. About eight

months after I spoke, I never heard from him, never talked to him. I got a call from a guy in Australia, named Mal Emery, that said, "I'd like, I heard you at the Info-Summit. I'd like you to come down to Sydney and speak at my event."

I went down to speak at his event in Sydney and I made \$220,000 in about an hour and twenty minutes.

Jack: Now, that right there. \$220,000. I don't know if I could work for that kind of fees.

Brian: (laughter) That was my biggest take I've had for an event yet. But that started from doing this exact thing. Speaking. I spoke at a small event for restaurant marketers. There were probably fifty people, no, not fifty, maybe thirty people in the room. I had no potential to make a dollar off of it. I couldn't sell anything because it was a client.

So I went up there on my own dollar. The client was still going to give me money for working with him, but I still went out to his event on my own dime. Spoke there with no, not getting anything out of it immediately.

And I got two other gigs out of it. The one for Info-Summit. I did good at that one also by any other accounts. If I told them what I made, they'd say I'm crazy for not being happy about it. But it wasn't what that other one was. When you hit that big one, everything else seems kind of pale.

But, yeah, that was it. I just took what was there and go with it. And just do that everywhere. Just go and speak. And most of you, most of you are not going to have that happen.

Jack: But it's all building blocks. Don't ever think about it as a waste of time. Oh, I wasted my time. I've done things that I thought were wasted time that turned into, it just escalates. It snowballs.

Brian: And good lessons, also. You get up there and you just, oh, God, I just sounded so horrible. Or I didn't, I lost the audience at this particular point in the presentation. So I'm going to go back in there and tighten that area.

Jack: Oh, yeah. You always learn every time. Every time you speak, you always learn. I love seeing, looking in the audience's eyes. Things you never get from a podcast. Things you never get from a webinar.

Brian: Right.

Jack: But when you can look in an audience's eyes and see what really does excite them and what really does hit those triggers that they really want to hear more about.

Brian: Right.

Jack: And, ooh, speaking of hearing more about.

Brian: I hear something coming.

Jack: There is it.

(Authority Hack music)

Jack: All right. It's the Authority Hack. And today, it's going to be something simple but that has such big production value. Most people don't do it or sadly, they try to do it themselves and it looks really, really bad.

Brian: Yes.

Jack: And that is video intros. Now, what I'm talking about is when you're doing, say, YouTube videos or you're doing ...

Brian: Your speaker videos.

Jack: Your speaker video. To have some good intro video or what they call.

Brian: We're talking about logo reveals, video producers.

Jack: Logo reveals. That's it. And here's the problem. Some people do them inappropriately. Some people do them way too long.

Brian: They go crazy with it.

Jack: Yeah. And so, now that we know what we're talking about, so what are some easy ways to really put that professional kind of polish on it, on your videos, very, very easily, affordably and also, that looks high impact without breaking the bank on it.

Brian: Sure. The easiest places, you can go to Fiverr.com, where we, some of our hacks, Fiverr.com. That's a wonderful place to go get cheap stuff done.

You can look up "video intros" or "logo reveals." And they'll have, there'll be a whole bunch of ones. You can pick them. You can see what they would look like with your content there.

They're going to be pretty standard. Usually, you can put in your logo. You can put in your company name and that's it. So like if Jack and I were doing one here, we could have one where maybe Authority Alchemy popped out, the image we use on our podcast.

Jack: We should do one just to show them. Look below this. Go to AuthorityAlchemy.com on this post. And see if we haven't moved and made one.

Brian: There you go. We'll have one. Yeah, we'll have a couple up there. But all you got to do is upload your stuff. And it will be, actually you'll see below the podcast you're listening to. It'll be, you know, have some music, have some fast photo effects and some lights popping in and out.

And keep it short. You want to keep those ones that are twelve, fifteen seconds, or longer, keep it short. Keeping them about six seconds is probably good. You can go a little bit higher if you have to. But people don't want to watch all that stuff. You know, they want to see the content quickly.

So just a pop up to show that it's not just all of a sudden you, your face there or you standing on stage. It's something to kind of set it up that you are a, you're a bigger than life person.

Jack: It's the whole reason that movies have intros. They have trailers. They have, it builds tension and anticipation for what they're about to see.

Brian: Right.

Jack: And it can be done in just a few seconds. I see it done inappropriately. I've seen, especially I've seen people that do videos for local businesses and they've got Joe's Pizza that has this huge planet exploding. You know? With this music. Joe's Pizza.

Now, make sure it's appropriate to what you're doing.

Brian: (laughter) That's true.

Jack: Don't be cool just for the sake of being cool. But have it kind of follow along your theme. If you're a pretty low-key person, you don't want to have this big I'm a rock star kind of feel to it.

Brian: And you probably should, whichever one you like, go down about two or three notches of how over the top and cool it makes you look. I've done that also. You go in there and you go, wow, that one's so cool. I want that one. And then you go, God, I look like an ass. I'm not that cool. I'm just selling some internet marketing product.

Jack: Yeah, that's it. You know?

Brian: Just not over the top.

Jack: Yeah. Selling websites. Maybe I should take that Elvis costume off, you know?

Brian: Maybe so.

Jack: All right. So that's real easy. Fiverr.com. Look below. We'll have some examples. If you do want to be brave and do it yourself.

Brian: Yeah. An easy way to do it, you can use your presentation software, like your Powerpoint or Keynote. Plan it out on there where you

have your business name, maybe like three bullet points of what you're going to do and a picture or two.

And then you can just play that and use a screen capture software like Jing or ScreenFlow or Camtasia. And record yourself going through that. Pull it out. Drop it into iMovie and put some music on it.

Jack: Yeah.

Brian: But you've also, see at least, Fiverr stands for five dollars.

Jack: Just five bucks.

Brian: This is probably going to take you at least fifteen, twenty minutes or something, if you're good.

Jack: Yeah. And at 3:47 in the morning, when you're up, trying to finish up your six second intro, you may think, okay, maybe I should have gone to Fiverr.

Brian: Right. You've also got to realize what, like Jack always uses minimum effective dose a lot. You know, somebody's not going to go, whoa, I didn't like that video, intro. I'm not going to hire him.

You just need to put something there to differentiate yourself and kind of make yourself look a little more professional and authoritative.

So Fiverr's just great. You can do it and you'll have it back in a couple of days.

Jack: And you're going to pay attention to it a lot more than any of your prospects are going to for the details of it.

Brian: Right. For sure.

Jack: Well, cool. That's a great authority hack and it's something that you can do very, very quickly. And the fact is with Fiverr, the great thing is it's five bucks. Sometimes it takes a couple of gigs. Ten dollars. Fifteen dollars. But still, think about that as throw away. It's worth the fifteen bucks

to see if it comes back looking good, and to test it out. That's what, it's all about testing.

And it's really easy, easy ways for you to do that without committing. Because if you went out and spent three grand on this, which some people do, and it's not what they want, they feel like, well, I spent the money. I've got to now fit this persona now, since I spent the three grand on it. Maybe that's what happened to Elvis. Maybe somebody screwed up on his karate outfit and put the, he's like, well, I spent all this money on this. I better start wearing it.

I don't like it, but I spent too much on it. I better wear it.

So that's a great authority hack. It's something that you can use immediately. We're going to put our examples down there. You go out there and let us know your examples. Send us a link to yours. Put them on YouTube. I'd love to see some of these.

All right. I think we've gone over some good stuff here, enough to get people going out there to start attracting those speaking gigs and establishing authority around that.

Again, look forward. Leave your reviews. Do all that so we can let you win one of those bad, can I say, I've never cussed on air. One of those bad rear-end, bad ass, I'm a bad ass. Okay. You can get one of those great fantastic gift cards by leaving a review and we'll put that on there.

And also, keep the feedback coming. We love getting the feedback from you.

Brian, you want to take it away for the last word?

Brian: Yeah. We're going to end again this week with Jackson's Lesson of the Week. And that is, don't be afraid to admit you need help. My son is a child of Down syndrome. He has several different types of delays. He was having problems with, when he was younger, he was having problems with crawling, feeding himself, stacking blocks, just about every milestone of a typical child, he was having problems with.

So we took action. We hired six different therapists and specialists to work with him. Each one had a very specific thing they helped him with. And we've seen a dramatic improvement since we got serious with his therapy.

The lesson here is: if you're having problems in an area of your business, hire a specialist to help you. The hardest part is admitting that you can't do it. Just admit it. And pass it off to the experts.