



## AUTHORITY MARKETING AND BUILDING A PASSIONATE FOLLOWING ON FACEBOOK

Jack:

Alright here we go again, Authority Alchemy. And today we're going to talk about, well a subject that you hardly hear anything about.

Brian:

Never.

Jack:

Facebook.

Brian:

What is that?

Jack:

Well you know, apparently it's pretty popular. I like to think we had something to do with it.

Brian:

I'd hope so.

Jack:

It is. I finally, probably about 6 months ago I stopped calling it Face-Space. I get the, yeah I'm one of the late adopters I think. I thought gee it was just a fad, but apparently you can get a lot of

stuff done, a lot of traction, and use Facebook with authority. And, so we're going to be talking about that today, which is going to be a little bit different than probably what you hear a lot of. We're not going to go deep into buying ads, and tricks, and ninja stuff. It's really simple stuff that folks can do with purpose and with authority in mind. So before we dive into that, let's take care of a little bit of housekeeping.

Brian:

Sure. We would like to thank our sponsor today, AWeber. Spend less time marketing, and more time growing your business, with automated follow ups and quick easy design tools, plus so much more. With the best delivery in the business, AWeber gets your email newsletter where it needs to go. They've helped over 120,000 businesses already, see what they can do for you. You can just go to [Authorityalchemy.com/AWeber](http://Authorityalchemy.com/AWeber) for special pricing.

Jack:

Alright, fantastic. Now we got to, we got to give away a gift card.

Brian:

We do. People are loving these gift cards, they have replied back to us, and we're handing things out like hotcakes, and people are loving them. So please if this is you, get back to us.

Jack:

Alright. So who have we randomly chosen out of our sophisticated computer modelling software here today?

Brian:

We have chosen the guy with the absolute best first name ever in the world.

Jack:

And what is that?

Brian:

That'd be Brian.

Jack:

Brian. And you know you and your assumptions that people are male or females, you know I...

Brian:

You never know. It'd be a hot woman for a, a hot name for a woman to have I guess.

Jack:

Well there it is, okay.

Brian:

Yeah so Brian Kelly, and his comment is 'we love the episode about micro specialization. Very profound info, and these guys seem to know how to not take things too seriously'.

Jack:

Well, I guess it's a backwards compliment.

Brian:

I guess so. Because these are a couple of goofballs that are actually, actually kind of interesting.

Jack:

Well goofballs is a good word, because I will fully admit that I'm a Facebook goofball. It took me a long time to get, and I don't think I'm fully, I don't think I'm fully integrated into the social networking living online into Facebook. It was weird, and here we go showing the age. Remember the days of the copy serve and AOL, when that was the internet? You know people logged into their AOL account, or they logged into their copy serve account, and you kind of lived within that little microcosm of a community. And everybody thought it was great when you could break out of there, and the WWW, the world wide web came out, and there was websites. And now, it's almost like people have migrated back into the safe little walls of the community.

Brian:

Absolutely.

Jack:

Of Facebook and a lot of people, they don't even like to leave their Facebook world, you know. I always said Facebook, here's interesting trivia that you may not know here Brian, you know why they went with Facebook.com?

Brian:

I do not.

Jack:

Well...

Brian:

I've seen the movie.

Jack:

Well they didn't even say it in the movie. They went with Facebook.com because 'let's see who got fat and bald since high school.com' was already taken.

Brian:

(Laughs) very good.

Jack:

I'm convinced that that's what most people go there, and they start digging around Facebook is.

Brian:

Yeah. I absolutely love seeing the, people I went to high school with that were the better looking people in high school, become not the better looking people (laughs) and I am enjoying that.

Jack:

Well unfortunately I think I might be one of those, but anyway. But that's really what it is, you know Facebook is really really becoming popular, but one thing you can't ignore is what the younger kids, and I've got two teenagers. And I can tell you, you know my older son he says Facebook, nobody goes to Facebook anymore Dad, you know it's all Instagram, it's the pictures. You know they all want the pictures of, well in fact today I think depending on when

you're listening to this, you know Facebook came out with an announcement, you know they were going to buy the company, what was it called Snapchat, 3 billion dollars these guys turned down, oh my god.

Brian:

Yes smart move. You know Facebook said, okay we'll just create our own version, and we don't need you.

Jack:

In a world where technology moves so quickly, how can you turn down 3 billion dollars? You know what, I think I'll just hold out a little bit more.

Brian:

And a couple of guys, the few people that where the creators who originally owned it, they could still, they wouldn't of controlling stake, but they had a nice you know, nice hunk of it. They're going to you know, not be a billionaire each, but they're going to have hundreds of millions of dollars. I don't understand what else you'd expect, that sounds like a, you know the exit strategy you just, you dream of.

Jack:

Yeah. Well they said thank you no, and moved on. So now I think I guess their big, what was their big technology, being able to have disposable pictures where you're able...

Brian:

Yeah where they self-destruct. They have little...

Jack:

Self-destructing, yeah pictures. So yeah, well there's a technology that would be almost impossible for someone else to come up with. So Facebook, it sounds like went and did it themselves, but I think they're seeing...

Brian:

And in about 3 or 4 hours just, hey you guys can you figure this out what they do in reverse engineering? Sure, done.

Jack:

Yeah yeah. Sure get back to me after lunch. So that's really where a lot of the opportunity is, a lot of people make it probably more difficult than it needs to be, when it comes to really claiming their authority on Facebook, or you know letting people see them as an authority. What they're doing, what they're doing out there in the Facebook world, and really what is it about. It's about getting out in front of people, that people share the good stuff that you're doing, but also there's always been a fine line about business versus personal.

Brian:

Right.

Jack:

Right. And you often hear that, nah keep your business stuff to your business page, you know the fan pages and things like that. But in reality, is that really the best way to claim your authority?

Brian:

No.

Jack:

And do your authority, is by just strictly keeping that to your fan page?

Brian:

No, I mean it's totally opposite. I mean if by, you're putting yourself as an authority, that another term for that could be a celebrity of your nitch or niche, as we go back at that again from last week when we discussed that word. But I can be a celebrity, if you are, people want to see you, you're the person they're wanting to connect with. It's not your businesses, they may buy products from your business, but they're wanting to buy stuff from you, and use you and be connected with you. And think of what you're most interested in with celebrities, even go back to how popular reality TV is right now. And Jack and I were talking earlier, and this was a, the reason you know concert videos are so popular, concert movies are popular because you get to see backstage stuff. One was just literally, just showed just the people playing on stage and that was it, it would be wow that's it that's not what I want to see. You want to see like when Madonna had a long time ago, whatever name that one was.

Jack:

Oh that'd be, that was the original.

Brian:

Yeah I mean that was, I mean it was, it showed her backstage, her dancers making out, of what they were eating, and all the hijinks going on backstage, that's what you want to see. I see what was that, Kevin Costner back then, you know Veo ragged on him as soon as he left, about what a dork he was, I mean that was awesome. Because that kind of seems what people want to see with you, like see inside your life. If you think about what people that you are, enjoy following so much on Facebook, or ones that have interesting things going, they're just not telling you about their business.

Jack:

Yeah, they want to yeah. It is, I think backstage is the perfect analogy of it. I think Madonna set the tone that it seems like every concert movie I've ever seen now, you know they'll show the debauchery.

Brian:

Absolutely.

Jack:

They'll show the craziness, the drinking, but it all winds up with them in their prayer circle before they go on stage. About you know, you know, forgive us for what you've just seen, and go through here, but you know let us have a great show.

Brian:

They just had a cocaine fuelled orgy, let's go and thank God before you go on stage.

Jack:

Yeah so it's, so that's exactly why. Nobody wants to pay just to watch the concert, they want to see the in between. In fact there's probably people that can do without the music, I just want to see what's going on.

Brian:

I'm the same way also. I would much rather you know, find out what you know Bono eats for breakfast every morning, than you know see U2 perform again. That'd just be awesome to know exactly what that kind of stuff happens, it's just still interesting.

Jack:

And so let's look at the realities of it.

Brian:

Sure.

Jack:

How many of your Facebook friends are people that you have ever met or know anything about?

Brian:

Yeah, most of mine are not. I've hit the 5000 limit of that followers past that, and I can't tell you how many I actually really know.

Jack:

So you know 1000, I know yeah you know I'm not anywhere near that. I'm not as diligent as you know, I don't daily go through and check my friend request and things. But the fact is there's more people than I've, could even you know think about knowing, or if I invited all my Facebook friends to a party, there'd be problems, right. And so, you know that it goes beyond just the friends, and you know what you ate for breakfast. But the fact is people want to see the first time your kids tied your shoe.

Brian:

Right.

Jack:

And I was amazed when people, you know you were the ones that introduced me to these, these cool little tactics that you use, these authority tactics with Facebook. And you give them these cool names, you know off these strategies, the 90210 formula, and the movie poster, and you know profile rerun, all these names. And I'm thinking wait a minute, you mean you just don't throw stuff up there as the spirit moves you.

Brian:

No.

Jack:

And that's what happens, that it's very purposeful. And that's when I was like, ah okay, and I started doing some of this stuff, and it's like wow. You know some of the things that you never really think about that work when you do it with purpose, and with a design

behind it. And I always thought you know videos, and you know you're the one who told me that well no no, videos nobody watches videos.

Brian:

Videos...

Jack:

Are a very few, you'd have to have something very compelling there. But I've just always been shocked at the amount of likes and shares that go on, when you do share something about your family or. And then if you follow that up with something that's a little bit more business directed, it seems to have a bigger boost than if you were to just start with this. So you have a very definite purpose, and kind of chronology of how you put this stuff together, Facebook. Because that's what we want to talk about today, is how do you give your followers, or give people that backstage feeling. When they're looking at your Facebook post, and some of these strategies, and you know we talked about Instagram, and Snapchat, and how you know. Because you've kind of gotten images down to a science on how that works, so let's talk about that. I know you have like five different kind of formulas or strategies that you use, but the one that I really like is the 90210 formula. And that's almost *heinous*, but there's a new 90210 isn't there?

Brian:

There was. The one, this was 9021, Beverly Hills 90210's original show. I think the newer one that was on, I think it was already gone, just 90210 I think.

Jack:

90210, the third generation or whatever.

Brain:

Yeah I tried just for out of, you know sake of you know history, and I was trying to watch one episode, and I made it about you know 10 minutes. I said look I'm either going to keep watching this and just bang my head against the floor consistently till I pass out, or I'm going to have to change the channel.

Jack:

Well, as soon as I saw there were no side burns I had to, I gave up on it so.

Brain:

Yeah.

Jack:

So let's talk about 90210 formula. Because that's one that I thought was really interesting.

Brian:

Yeah so what it is I, it uses the same formula that they use in 90210, and pretty much any other serial drama that's on TV. Going back to even soap operas, and Dynasty and Dallas, and now they're using the same things in shows like, oh what's the one I

watched, the Sons of Anarchy. All these shows that are popular right now, particularly the dramas uses the same stuff. And that's, they have multiple story lines going on at the same time, they alternate, focus on each one in a separate way. So let's go back like to the 90210 example, because that's one most people are aware of. They would have like say maybe a storyline between Brenda and Dylan, and one between Brandon and Kelly, then they have you know Steve and some type of high jinx. And they have you know David, David Green gets addicted to drugs, and then something with Donna going on. And they'll have these like five different storylines, usually five storylines an episode, that they will alternate between. They won't just go okay we're into the whole Brenda and Dylan story to completion, and they were going to show the Brandon and Kelly one to completion, then when were done they alternate. They'll show just little bits of one, brace for commercial to come back, do half of the time we'll talk about one break, do another story break, and then go back back back.

Jack:

It's almost like they got five different shows. And if you're not familiar with 90210, if you've ever seen a soap opera, or night time doctor drama show, you know it is, it is, it's like five different you know running stories all in the same episode that they bounce around.

Brian:

Right.

Jack:

That they bounce around in. And so the psychology behind that is, you may have different viewers that might have different taste, or you know different...

Brain:

Then it's just also just the way, the way people are. They just want, by breaking a view in smaller stories, you can focus on, that's where just a little bit, a little bit more in-depth, then as soon as you get to the point where the people are going to get a little bored and stop following it, they snap move to the different story. They just really keep it moving, it keeps it interesting, and moving fast. You follow the same thing with, I follow the same thing with what I do in Facebook. You can go back and look at my posts, you can scroll back over weeks and weeks or months and months, you can see that I do this. Now basically I've like, you know about three to five, I will like to have five, have five different storylines that you're going to talk about on Facebook. 33 to 50% should be non-business related, you don't want to be all business on here. I really tend more toward the 33%, just have like ... you know two out of the five, that's 40%, or whatever that is, yeah, 40%. Right about in there is a good, a good number. Like with mine, ones that I'm following right now are, what I'm doing right now is like one store line is Authority Alchemy stuff. Like maybe the podcast or special offers we're doing, or a blog post, or whatever else you're doing related to authority stuff, authority marketing things, or the podcast and stuff in general is one thing. Store line number two would be being an active Dad, that's when you see pictures of me with my kids, you know them doing cool things, or you know being funny, and be commenting on what they're doing, and even just being a

family guy, and putting that in there. Another thing I do is a lot of the meme style branding images, where I'll put a picture of myself or the kids with a quote next to it, and those are really popular. Those are kind of easy to make, to go somewhat viral, and get a lot of shares and likes. Then another thing I'll talk about is maybe more just general authority marketing stuff, or SCL, or really more like now it's more being a member of the I AM community. I'll go in and dig into just what's going on in the I AM world, and try to be interesting. I did one recently that was, oh what was that one, I did one that went real, that was very popular. I was talking about the, you know words that are just should be...

Jack:

Oh that we should really get rid of...

Brain:

Yeah, get rid of *24-14*. No more the words like you know rock star, and you know guru...

Jack:

Epic.

Brain:

Epic, and boom, and a bunch of other ones that are just, they've just been used to death this year. So I kind of threw it out there, and I got quite a few comments people interacting on that. And then the ... line is usually Down Syndrome awareness stuff. Because my son has Down Syndrome, so I will talk about that, or I'll share a story or something that was in the news, and those are

my five things. And I'll alternate all those, and the reason is that if I just consistently posted about the podcast stuff, it would be boring. If I just only posted about kid stuff it'd be boring. People would get, oh okay here's another picture of Brian with his kids. Here's another you know Brian doing something else with his son. Or if it's just Down Syndrome stuff, so okay here's Brian, he's just a you know Down Syndrome activist, and there's nothing else to him. But you alternate these things and it's interesting every time. If you're posting once or twice a day, you're only going to get a couple a week on each topic. And by doing it you can pull, you're pulling in other people to what you're doing, because like let's like, I have a lot of, you know connections in the internet marketing world, I've got a lot in the Down Syndrome world. I was not well known in the Down Syndrome world, but I've you know sat on boards, and I'm in a lot of the national groups and stuff, where I've you know spoken to them, so other people know who I am. I have hundreds or even, probably hundreds of people following me in the Down Syndrome world. And I've gotten clients from them because they follow all the stuff I'm doing with these types of posts, and they see what else I'm doing with the podcast, or with my business stuff, and they jump in and follow that also.

Jack:

And to be clear, that when you talk about the business stuff, the 33 to 40% of business stuff or 50% business stuff, that doesn't mean that 33 to 50% are post of 'here buy my stuff'.

Brain:

No, no.

Jack:

It's, it's following the authority principles of being the educator and advocate.

Brain:

Right.

Jack:

It's about sharing and giving good information, providing value, but from a business angle. And to people that are interested in business and what you do, but it's still not a sales message or a sales page. That kind of stuff you can do on your business page, but as far as taking advantage and using your personal page, to gain more people that are interested in your business, this is a, such a cool cool strategy, that you do to intertwining these stories. Because you're right, people will come on and I'll see stuff that's shared out, you know personal stuff from people that I never have seen before, or have commented on any of my stuff.

Brain:

Right.

Jack:

And then the next thing you know, I'll see people that come in on the business side that are friends of them, or do friend request. And it's kind of weird to have that web kind of all winds together, because what it does is it gives you bottom line exposure.

Brian:

Absolutely, yeah for sure. And this is a powerful strategy to use, because like you said it can bring in brand new people to you each time. Once a cool way you can leverage this also, a cool thing you can do with this is to stack on top of each other. So maybe I can, I can tell you a perfect example. I can have one that worked really well, I use a picture of my son Jackson with most people following know it's my son, and I can put in a business type quote on there, that also relates back to Down Syndrome. So like something I did was, there's one I did, it was more like an inspirational type post where I put, the world tells him because I have Down Syndrome something something I have you know a positive outcome after that. That ties in Down Syndrome, it ties in my son, and it ties in the success type quote which is a business type thing also, and has the meme branding of it. So I can do that, and I'll get, there's one I did of him and we're, I mean it's hundreds of shares right now. So you can, it's pretty easy to get on like that, and just keep cranking these out you'll eventually hit one that'll just go viral.

Jack:

Yeah, and really. And once you hit one of those then what happens is, that gives more exposure to the ones that follow obviously. Because, because that's the way people are. You know if they like that one, all of a sudden they start paying more attention to the stuff that you're doing outside of that, and beyond those types of posts. Now most of these you do a lot of image type stuff, and you know you'll put an image along with that, and there's a psychology behind that. And you know we talked about it a little bit how images at least from what we've seen, completely blow

away like videos. And there's some videos that I've done, you know I do some goofy stuff, if anybody saw the...

Brain:

Black Friday.

Jack:

Black Friday shopping at the Best Buy Black Friday video. Had a little bit of mixture of fun in there and that kind of thing gets spread around. But the fact is, the pictures, what do you think the ratio is between a picture and a video, or even a shared blog post or anything?

Brain:

For me it's not even, there's not even a comparison. If you just think about how, imagine somebody sitting at their computer and going through their news feed on Facebook. They are scrolling down looking for anything interesting, because I'm looking for something to catch my eye. They're not going down and saying oh this is you know, because it's from Jack I'm going to look at it. You have some people that will do that, but for the most part, people are scrolling down quickly looking for anything interesting. If, we talked about a few weeks ago, that people process images about 400 to 500 times faster than they can process text. So even if you have a, something brilliantly written, really insightful comment, you're going to lose out to some guy that can make an interesting photo, it's just the way it is.

Jack:

Yeah, and I get caught into it. Even though I know what's happening, you see a photo and it is the quotes, people seem to really love...

Brain:

People love quotes.

Jack:

It is. It's whether it's a motivational quote, or a curmudgeon quote, or whatever it is, but and then of course the old cliché of the kittens right.

Brain:

(Laughs) the internet and kittens.

Jack:

Yeah what is, I have no idea what that's all about. So you've done this, I mean you've got this down to a science.

Brain:

Yeah.

Jack:

Right. So let's give some folks some real meat. Alright, so when you do like 33 to, you say 33 to 50, but you keep it down to the about the 33 percent on business.

Brain:

Yeah I do the five storylines, I have two that are business related.

Jack:

So if we go into this like a week, is this like kind of on a weekly basis? If you let the folks, if they can go back and look at what...

Brain:

Yeah you go back and look. But you'll run into things sometimes like over, over a weekend you'll see my percentage of business stuff drops. But from a Friday about midday, Friday until Sunday evening, like you know early Sunday evening, I really post very very little, if anything business related. And that's, I've tested this to all over the place many times, those are the times when people are just not responding to business stuff, they want to see outside life stuff. Which is still good, if you're doing this stuff, people are, they're still commenting, watching what you're doing, even if it's not business related, you're still doing good. You're still helping your business, because they're going to see your other stuff more often. Because the people that like and comment on your stuff more often, you're going to show up in their feeds more often. So you want to get in there, get in front of them as much as possible. And even people that are not, if you have something that all of a sudden a lot of people start liking, you're going to show up in everybody's feed. That happened, I had one with my son, said I love you for the first time. I put that out there, and I mean I got hundreds and hundreds of likes on that thing from, I mean I had that Tim Ferris gave it a like. I mean I had a lot of people that were like you know bigger players that that popped in their feed, that normally they don't comment on my stuff. And so, because it just

everybody was commenting on that, and there was of course a big picture with that one also.

Jack:

Oh yeah, yeah it really is. And things people you know will like even the people that are, you know the people on Facebook, that they don't ever like anything, they don't hit like. I was afraid, when I first got on Facebook I had no idea what pressing anything would result in, you know. I'm thinking if I press this what's going to happen, is this message going to go out to the world that says, Jack you know likes this. And if I saw something, you know oh look that's a cute little you know muppet doll, oh I like that. And then the next thing you know, it's like, yeah Jack likes you know playing with muppet dolls you know.

Brain:

(Laughs)

Jack:

I had no idea. So there's a lot of people that are fear of hitting the like buttons, very scary. But I also want to make it clear that we're not saying don't have a business page, a fan page.

Brain:

Right, those are great for running ads. I mean we have one we've run ads with, I have my own that I've run a lot of ads with, but that's honestly, that's all I use it for. And even the last couple of weeks, particularly this week there's a lot of markers that use it a lot, and they're going away from Business pages completely.

Derek Hoffman just post that this week that he is going to stop using his Facebook page, because he has to pay to reach just about anybody. He's only getting about, getting his, it's gone down about 80% in the last couple of weeks, of who you can reach.

Jack:

All through organic, yeah yeah.

Brain:

So, but your personal page still hits everybody. But it's the business pages, they know, they want you to force you to pay for it.

Jack:

Yeah and so that's, I guess that's the way that they you know, the revenue models they are. They're businesses, they want to advertise, it's where you do it. Alright so, without going too deep or getting too technical or complicated, because a lot of people will try to make this more complicated than it is. And the great thing about this is, tested, it costs you nothing.

Brain:

Right. And I can even tell you, I've broken down, I know what the, you want your storylines to be around passion categories. You don't want it to be out there and say, well I'm really into, what will we say, hedgehogs. Or something like some, what was the one we used before? Was it little furry animal...

Jack:

Oh yeah, the albino guinea pigs.

Brain:

Albino guinea pigs, you don't want it to be about that, that you're going to have nobody really caring about. You want things that people care about, and so you think well what do people care about online, they care about kids. Those are, anything with, particularly younger kids always can be popular, people always will like that. Grandparents, if you're out there and you're doing something with, your passion is you taking care of your grandma or something like that, that's nothing people like. People love you know transformation story, if somebody is heavy and then the process of losing weight.

Jack:

Oh, inspiration yeah.

Brain:

Yes. Those things are good, and you want to be able to you know pick a category like that, or even any type of, the fitness stuff, CrossFit is huge, drinking green drinks, all that stuff already has a base built into the people no matter what you do. If you post a picture of your you know CrossFit wod every morning, you're going to have a set number of people that are going to like it, every single time. And there's you know the ones that I, tattoos are always really popular. And unless you're a tattoo artist it may be a tough one, but I'm, I was shocked I did a business page for *Base front* Tattoos, and that's just, that's incredible the passion that industry has.

Jack:

Now what about the people that you see that it's, look what I put on my waffles this morning.

Brian:

Yeah that's, I mean.

Jack:

Or look at my ingrown toenail, how much worse it's gotten you know. Those are the ones that I'm like, what are they thinking?

Brain:

You know there's, depending how you do it. There's a guy and I'm blank on his name right now, but he's a, look he posts his breakfasts he makes for his kids not every day, but a few days a week. And it's just, he is an artist, when he makes pancakes for them, but uses all types of different colors into it, and mix them together. Well they look like, I mean it looks like cartoon characters, they're amazing.

Jack:

Well there's a story behind it.

Brian:

Yeah, it has a story.

Jack:

But you see people that just say, hey look I'm eating oatmeal again.

Brain:

Yeah (laughs).

Jack:

You know it's...

Brain:

Don't want to see that. But yeah you have to be answering what you're doing, and the other key to this that I didn't say yet, that also goes back to the 90210 stuff, you want there to be a progression in your story, that people can see. They want there to be a progression, and these stories on, throughout the, you know multiple episodes and seasons, there's storylines you see the character grow, and you see them go and having ups and downs, things happening to them. You want to see that also with your, an easy like with the, with what I do with the kids, you can see the kids growing up, you can see, I share first time they've done things. Like with Jackson, you know first time we've lost a tooth, or you know whatever other things they're doing, you want people can see that. Or if you're in the process of say, this you know next year in 2014 you're going to try and start you know getting more fit, losing weight, you can share your stories there. You can go out, even if it's bad, that's fine and say well, I was doing good for a month and then I you know did bad for the last three weeks, and gained 12 pounds. You get there and say that, because that's, and that's, people will like that stuff.

Jack:

That's what comes through the, you know I guess that's another big word of the year, you know being authentic.

Brain:

Yes.

Jack:

Or transparent. Which we'll get on that, beat that one out, that might go on next year's word list right.

Brain:

Yeah, I think they all will.

Jack:

But I think you brought up a point that I'm glad we didn't miss. Is just like in all these shows, there's generally a cliff hanger, or at least something that builds a little bit of curiosity, or potentially even a little anxiety, that makes them want to see what's next.

Brain:

Yeah, absolutely. You want to have some things going on, you don't just be, a one-time thing or something that is almost the same as when you're choosing your storylines. It has to be something, really think if there's a way you can make the story continue. There's got to be something you can see growth in. Even just, like the guy showing his breakfast, he gets better and better and better, so there's a change in that. If it's, you're taking a picture of oatmeal, or you're taking a picture of the same green drink every day, that will get, that will get boring.

Jack:

Right. But that's where you have an opportunity to use, you know I use some of this same, almost very close images of myself, but because it has a quote on there, or something that tells a story, so I think that's an important *word*. Instead of putting a picture you know out there and say, look I saw a duck today, you can rap a story or a lesson around that. You know that you know or your thoughts in to that, or some you know simple life philosophy. Rather than, look Jack saw a duck, right. I think that's the, I guess that's probably one of the big principles, is to have some purpose to what you're putting out there. And why behind what you're putting out there. So that right there with the pictures, I think that leads us right into...

...

Jack:

Alright here it is, the authority hack. And you know we thought what would be more appropriate, then talking about some easy ways, even if you are graphically challenged, and I can tell you I can't use Photoshop. I'm terrible at using Photoshop, but I get stuff done with graphics, and pretty well. So Brian, what's a simple way, if someone wants to take advantage of this, what's the hack that we can use that people can get these images with their quotes or whatever out there, probably easier than they thought without even having any kind of high tech graphic skills.

Brain:

Yeah there's two ways I'll discuss. Both are super super easy, one is a, it's called, it's an app you can get for your iPhone, they might have it for Androids also. If they don't have this exact one they've got one like it, this one is called Title FX. I think I got it free, but it's probably a dollar usually, you know watch these free one sometimes, maybe it's a dollar. The other thing you can take a picture, you know with your regular camera, and then you can just type in whatever quote you want to right on top of it. And it lets you change the background, the text, some of you can kind of make it a, you know little you know washed out white or black or whatever color you want. That you can have your text, you choose how, what style of text, how close they are together, and just put your quote in right there, and you can just post it right to Facebook from that app, and it's just super super easy.

Jack:

Yeah so regardless of what you have, check out the apps that are on your phone, whether it's android, iPhone or whatever. You're probably going to be amazed at some of the cool stuff that you can get to do right there on your phone.

Brain:

Yeah and so I, one of those I will stack a couple of things up. Like I'll use, I have another app called Camera Plus, that I use to put some cool filters on. But you can, Instagram is one we talked about earlier, you can, Instagram has a great filter you can take a picture with Instagram, has the cool filter on it, save it locally, and uses FX title effect thing, to add your text on top of it. And you've got your own little, you know meme style image, you can crank out

there, with you know very very little work, and no additional software tools at all.

Jack:

Yeah. And to also tie back into one of our previous hacks, as far as getting the quotes, grabbing those quotes from, what was it, brainy?...

Brain:

Brainy Quote.

Jack:

Brainy Quote, yeah. So if you're just completely devoid of any creativity, right, you take a picture, you can go to Brainy Quote, find something that's appropriate to that image that you have, and throw that right throughout it.

Brian:

Yeah, so like yeah, for sure. You know you can go there and use that, I will use that, I use that all the time. It's a great place to find quotes, even if you want to, if you don't want to put other peoples quotes, if you want to put your own, it's a good place to give you some ideas of you know good ways to reference, reference things. you can kind of get some ideas on how you can craft your own thought and quote, because I've done that before. I'll go there and read, I'll find several that I like, and it'll give me a, you know give me a good idea of way I can reference or frame my own thought on it.

Jack:

Alright, perfect. So if you are you know trying to figure out how to put this strategy together, and it really is, it's pretty simple. You can go out there right now and try. Because that's really, it doesn't cost money, you can test, you see what works, you see what doesn't work, and you get better at it, and you get better at formulating your stories around this. If you want to learn more about Brain's strategies and some of the strategies that, the deeper strategies like the talk show circuit strategy, or the Wednesday opening strategy, that you use around these. You can go to [authorityalchemy.com](http://authorityalchemy.com), and hit the 'claim your authority' button, and you can find some more information on these strategies, and deeper information on how to walk through and see exactly how Brain does this. And I can tell you as a Facebook, I'm not good at Facebook. Finally my wife got on to me, she said don't call it the Facebook, alright, it's not the Facebook, alright it's just, just call it Facebook, alright. But it is really what the, so powerful, and we use it for a lot of different things. And I don't want to imply that I just completely devoid of any understanding of it, but...

Brain:

Yeah. That just reminded me, have you seen the internship?

Jack:

Oh yes.

Brain:

You've put it on the line (laughs).

Jack:

Yeah, on the line, on the line (laughs). Yeah that was a, that definitely had some classy moments, and it...

Brain:

That's a good movie for all internet people and internet marketing people to watch, there's a lot of little references in there, things that we do that are...

Jack:

Yeah.

Brain:

It's really fun, I got a kick out of.

Jack:

These strategies are just so simple but so effective, and very few people talk about them. You know you'll see a lot of information and courses and things, on you know buying ads or buying traffic, or you know different *opt in*, and conversion things. But this is general exposure, this is about claiming that authority, being seen as the authority, by being that educator and advocate in sharing valuable information, and having it really packaged around that backstage. Letting people see what you do backstage, because people really are interested in that, except for you to eat oatmeal every day, they don't want to see that.

Brain:

Probably not.

Jack:

Every single day. Alright so let's wrap this one up, I'm interested to see what folks are doing out there, you know you can post on the comments, and even send us links to what you're doing so we can see. And I'll be happy to jump on there and like some of this stuff. You know if when I see people using this, we've had a lot of people that have used the authority tactics that they've learned through the show. Let us know about it, and we're more than happy to go out there and take a look at it, because we love seeing folks use this stuff, so Brian we'll wrap it up, you got the last word today.

Brain:

Sure. And today's sort of lessons from Jackson, we're going to talk about looking for the best quality in others. I remember being around a few kids that had Down Syndrome when I was growing up. I never bullied or made fun of any of them, but I never saw much past the fact they had Down Syndrome. That was really all I saw. With Jackson, and all his little friends, I don't honestly even see it anymore, I see each one of them for their own unique personalities. So I missed out on probably some very amazing people when I was growing up. Lessons learned for business. When you first met new customers, vendors, and colleagues in business, or sometimes if we've known them for a long time, and there's usually a hidden uniqueness that we overlook. For example, that awkward young entrepreneur you hired to set up your network in your office, is not just an IT nerd. You know he's a man that was orphaned at a young age, abused by his foster family, but he overcame it and now spends all his free time helping at risk kids. Don't see the awkward nerd, see the man that

overcame tough obstacles, and is still fighting. So take time to preserve and really listen to what everyone around you in business is really saying. Let the uniqueness speak to you. Knowing people at this level will transform your business, and make your customers and vendors into true friends.