



## Authority Mindset: Which “Authority” Are You?

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

**Jack:** And the dance begins once more... Authority Alchemy. You know it's hard ever since I realized we were being redundant on introducing ourselves after the fancy people in the intro introduce us. It's awkward not coming on with a "I'm Jack Mize, it's just what people do". Maybe we should do it anyway. Hey welcome to Authority Alchemy this is Jack Mize and...

**Brian:** Brian Horn

**Jack:** Beautiful. Alright so today's episode we are going to talk about that word. It's a word that has a lot of different meanings and different people think about it in different ways. But it's a very powerful word and you hear it all the time. And that is "Guru". Guru, ... you say it enough and don't think about it it sounds funny.

**Brian:** That sounds pretty funny

**Jack:** Guru is one of those words that is a derogatory term when it's said about someone else but if someone calls you a guru it's "Oh, okay I guess I could be that". You want to be a guru but you don't want to be hanging around those other gurus. But we're going to talk about guru and why if you define it the way we define it, it actually turns out to be a pretty good nametag to have hung on you. You just don't call yourself a guru, you let other people call you the guru. But first, Brian I think you have an important message.

**Brian:** We do. I just want to talk about how much I love Aweber. You spend less time marketing and more time growing your audience with quick, easy design tools plus so much more. They have the best delivery in the business, they get your email newsletter where it needs to go and they've helped over 120,000 business already. Just see what they can do for yours. You can get a trial for \$1 at [AuthorityAlchemy.com/aweber](http://AuthorityAlchemy.com/aweber).

**Jack:** Alright, so guru. I don't recommend anyone call themselves a guru.

**Brian:** No, you sound like a, what's a nice word...

**Jack:** It's like, "I am a handsome fella", you just don't call yourself a guru, but if you do the things you need to other people will call you the guru. And really it's terms that can be entered, we use the terms authority, expert, you know guru a lot of people thing that they're interchangeable.

**Brian:** Yeah, they go through cycles. I don't remember when guru came out but the first few times I heard it it was something like the newer thing. It wasn't used all the time, then it just got taken over like rockstar did also. You know rockstars... it's kinda cool to be called a rockstar then it's I'm a rockstar, I'm a rockstar, I'm a rockstar and you go ugh.

**Jack:** I guess guru had more of a spiritual back with the Beatles with their guru and it's applied...

**Brian:** And the Mike Meyers movie. Every time I hear guru, that's the first thing I think of is Mike Meyers with the beard and glasses.

**Jack:** So we'll use that term today just because it's thrown around a lot but really our definition of a guru is doing the things that are required for people to see you as a guru. See you as an expert and as we always say its about being an educator and an advocate for the success of your customers. That's my definition of a guru. Actually I throw that word passionate in front of it, being a passionate educator and advocate for the success of your prospects and your customers. So lets wash away the negative connotation and think of the guru as that expert as the leader in their industry. What a lot of people don't realize is you need to think about if you're going to put yourself out there as an authority, be prepared for people to look at you as a guru, or refer to you as a guru. And the positioning of being a guru or an authority needs to be designed. It needs to be very purposeful. It's not something you wait for other people to decide, it's something you have to really think about on what your, what I call guru positioning of the guru avatar really needs to be. What is the guru persona that you're putting out there. I think in todays episode you're going

to start looking for some reason leaders in the business and industry and being able to identify which kind of persona avatar that they've taken on even possibly a combination of those though so personal positioning alright, why is it good to be positioned as a guru or authority?

**Brian:** First of all people want to be able to identify with them, with gurus, with leaders they want to be able to identify with them.

**Jack:** Yeah so when you see people that you identify with those leaders or they have perhaps quality or attributes that you aspire to. Or another one that people don't realize is when we see people that are leaders or authorities that have some attributes or qualities that you kinda recognize that you have. Doesn't that make ya feel...

**Brian:** Oh Yeah...

**Jack:** Oh, look I'm wearing the same as the big baseball homerun guy. Oh look he has the same qualities or some quirk he has that is the same as me.

**Brian:** Yeah, you see that with politics as well. When you see some celebrity and you think oh yeah and you find they have the same political views as you, they just all of a sudden become cooler and you identify with them a little bit more.

**Jack:** Whatever it is, the guru or authority they have something. Some attribute or quality to instill confidence in their ability to solve your problem. And your problem may even be a good problem. Your problem may even be How am I going to be entertained this weekend? But they instill the confidence that you need to watch, follow or do business with to get the result that you're after. So if you're positioning yourself for authority, you can define and you need to sit down and define what is your guru avatar. Because you could make some big mistakes depending on what market you're in, who your customers are who your prospects are. I'll tell you that the guru avatar, the core of it should always be in my opinion the educator and advocate for customers success. You almost think of that as the foundation, that's the foundation of your guru avatar or positioning.

**Brian:** Your whole authority is based on that positioning.

**Jack:** Yeah, but then there are some personas that can be laid on top of that, that can be very very different personas. You'll recognize these in folks that you see all the time on television, listen to on radio, podcasts, whatever so I kinda break them down into four different groups which you can easily define. The gurus and authorities you see in these groups. First of all there's the "If he/she can do it, then I can do it" guru.

**Brian:** Right, people had the same problem as you and overcame it and are now very successful.

**Jack:** That's exactly right. And then there's also the "No BS guru". Very very straightforward.

**Brian:** What does BS stand for? Haha, we don't want to click the naughty button on the podcast.

**Jack:** Yeah, the explicit. When did explicit become the meaning of bad word you know? I thought explicit meant I was very clear...

**Brian:** I think that was Tipper Goreback in the 80's when they had to start putting labels on records...

**Jack:** Yeah, little snow she created the label that was responsible for the success of so many bands once they put that label on there it sold millions right? So the no-bs guru. Then there's the defender guru and what I call the wizard guru. You may see different elements of these and I'll go through these and we'll talk about these. But really if you look at those four categories, you can start with those to think about which one that you fit into. Now, we have got to talk about something that is very common that people think about the old... that word authentic. I think we briefly mentioned it...

**Brian:** Yeah...

**Jack:** You've gotta be authentic, you've got to be transparent. You've got to put yourself out there and people want the real you. That's not to say to

turn yourself into someone completely different, you don't have to be an actor and turn yourself into someone else but the fact is, you're probably a caricature of yourself, perhaps. It's not that you need to sit there and complain but you need to do what's best for your business and what persona fits best for your prospects or your customers. So let's start with the "If he/she can do it, I can do it to" guru. Like I said, a guru is identified as a person with similar qualities or flaws even.

**Brian:** Right

**Jack:** In themselves, you know if they can do it I can do it. And it's really that Joe everyman that just happens to discover that way to succeed whether it's in fitness or...

**Brian:** Making money, even like ... that's originally what Kern used. He said I'm just this goofy surfer guy from Alabama, didn't know much, I stumbled into this and now I'm making millions.

**Jack:** Yeah, and that's, people want to feel "well this guy can do it, then I can do it". You think about like Jared from Subway. Outside of being a guy that lost a lot of weight", I don't know that he has the most dynamic personality in the world"...

**Brian:** I don't think so...

**Jack:** I'd say well you know if he danced maybe, but that's what attracts him. You know the Richard Simmons like we talked about. It's always more compelling when you see before and after pictures like in fitness. You know Arnold Swartzenhager, he's one of those guys that you think man, I want to look up when he was a teenager and see. But you look at him when he was 15 and 16 and he's huge. He's ripped.

**Brian:** Yeah, he's always been...

**Jack:** You don't get inspired that if he can do it I can do it too. One of the biggest mistakes I see with people that take on that persona or fill that need that if I can do it they can do it too, are people that feel like they need to be the smartest person in the room.

**Brian:** Yeah and they never have any problems and they've always been that fit person.

**Jack:** And so insecurity in these people, these people need to think that I know more or I have some sort of special powers or gifts or something like that and you're completely conflicting with that "If I can do it, you can do it to" because they say "wait a minute, this person did it because they have these special opportunities or extenuating circumstances I don't have". You can't be the smartest person in the room if you're filling that "If she can do it I can do it too".

**Brian:** What usually happens is you see other people that have this success or are at that level and you want to be that person also. But you have to realize that if you want to be your authentic self, and you want to be that person at some time then you're going to have customers and prospects that are much more inclined to buy from you and be avid followers of yours if you're telling your true story.

**Jack:** Yeah, and so you can't come up with some before and after, hire somebody to do your before pictures right. If you're going to do that, it works out much better if you were really big and unhealthy before you crossed over. Now this works well, you think about different types of industries. It works well for business coaches, personal coaches, works well on info products, people like to buy info products if people see that someone has made it over to the other side. One of those how-to products. I think the best way to describe it is you're persona, you're someone who found this way to overcome, you found a way to make a change and now you're bringing back a map for others to follow that were in your same situation. If that's your story and that's the type of business you're in that is a great, great avatar to lay on top of the educator and advocate because you can certainly be an educator and advocate and let people feel that if you can do it they can do it as well.

**Brian:** Absolutely.

**Jack:** So let's talk about the No-bs guru. Well first of all I want to go back to, we talked about Jared from Subway is a good one, Richard Simmons is a good one, any others you can think of that are good ones?

**Brian:** I really like some of the old..., Frank Kern, Perry Belch, everybody that had the old I'm just a dumb southern boy but I make a lot of money online. You see people copying that and using that all the time. The I'm just a regular guy or I'm just a out of work, stay at home, 20 year stay at home mom makes a million dollars online following this simple formula.

**Jack:** Yeah, If you look in the pickup artist niche or the... Who do you think sells more, the guy that's the handsome stud guy out there that says I'm going to show you how to pick up woment or the guy that's just overweight and you're wondering, how does he get women.. he really has something I can relate to right.

**Brian:** Right

**Jack:** So anyways, let's talk about the No-bs guru. That's the person that can be compelling by actually making others uncomfortable. You think about that they're the tough and firm, compassionate type of person and why would people be attracted to that? To someone that's going to be firm or yell at them, "One what are some examples of some industries that that works?"

**Brian:** Going back to the any type of business thing, finance, finance is a great one. I know some people that are... real estate. Even going back into the weight loss again, there's people that are, you know the coaches that scream and yell at people.

**Jack:** Yeah well think about the biggest loser. Personal fitness coaches are one of the perfect examples of that because what they're doing is people want to work with them because they feel that they lack the discipline they need to do it themselves and they're looking for that person that's going to be no-bs. But one of the ways they do it is they're strengthen prospects trust, one of the ways it really works is with people that have been jaded. Maybe they've tried things over and over and it

hasn't worked, and that no-bs guy is like look, of course this stuff hasn't worked because....

**Brian:** X

**Jack:** And they strengthen and concur with your hesitation and doubts, but then they give you a rational and realistic solution. So like I said, fitness, nutrition, how to products, coaching...

**Brian:** Even with marketing this is exactly what Dan Kennedy does, I mean No-BS is what's in his title also. And that's exactly what, you know what he does he says your marketing hasn't worked because of X, you've been doing it the wrong way and you've been listening to the wrong people. Here's the way that's time tested and proven, works every time.

**Jack:** You know one of the guys that does that really well, almost to where it's shocking when he first came out it's a guy named Larry Wingett.

**Brian:** Oh, yeah, I've seen him on TV.

**Jack:** Yeah, he has the books like, "Shut up and stop wining", you know, "You did this to yourself", accepted him and very very in your face about your accountability and you're like why would someone want someone like this but that's exactly what they want. Here's the person that can whip me into shape. Think about Jim Cramer on Mad Money. He goes around screamin, "what are you stupid", you know. He's no BS, I'm not gonna sugar coat this. It's the way it is but here's how you can get around it. Now this person might be or might not be the smartest person in the room but really their guru attribute is that they have the guts to say what everyone else is thinking.

**Brian:** Right

**Jack:** You know that as soon as someone stands up in a room and says what you know most people are thinking, then they've elevated above the crowd. And it's a tough thing to do, a lot of people think it's not but it's a tough thing to do. When you do that you really do set yourself apart and if that's your personality, and you are doing coaching or info products or

things like that it can work really, really well to lay that persona on top of your educator and advocate. Especially if that's your natural personality. The next one that I kinda categorized is what I call the defender guru.

**Brian:** OK

**Jack:** The defender is almost a, people could say like a super hero or something like that. This is a person that has special knowledge and they have a willingness and ability to make problems go away. Things that you may not be able to do yourself, or you may not feel that you can do it yourself. That you may be overwhelmed by a problem that you just... there's no way I can tackle this myself. That defender is that calm, think about that superhero the person that walks in that's calm and cool and says no, no no. They're settled down, the hired gun that can take care of things and they steer their customers and prospects in the right direction to avoid pitfalls. But they're very very good at instilling confidence. This works well if your customers or prospects feel overwhelmed or defenseless in their situation. Think about health and wellness, you know I've got this problem. If you can be the defender that comes in and says, no, no no, think about ... what was that movie with Jack Nicholson and Helen...

**Brian:** As Good as it Gets?

**Jack:** As good as it Gets, remember when he hired the doctor to come to his house to take care of her son. That guys a defender, he's like oh my gosh I can't believe that this is available. Think about legal, financial, people have gotten a letter from the IRS you know that they think, Oh the world's coming to an end. I'm getting audited! You're the defender if that's your persona you have a very very good opportunity there if that matches what you're doing. Examples of this you've got like the Dave Ramsey's that can come up with the solutions....

**Brian:** And presents it in a calm and is in a wall that's like the no-bs guys.

**Jack:** Yeah, so your backs in a wall, here's the facts so here's what we'll do. Think about the local advocates, every town's got the person that goes and sticks up for the wronged local consumer you know.

**Brian:** Absolutely.

**Jack:** They ordered cole slaw with their chicken and they didn't get it! You know, what's the story here and what kind of games are being played.\

**Brian:** Let's get the news crew out!

**Jack:** Yeah, so that's what the defender is. Legal, financial, health, wellness... What's the guy that's always about the ... Clark Howard. Is he the guys that's always talking about don't get ripped off by doing this?

**Brian:** I don't know Clark Howard,

**Jack:** Yeah, I think that's Clark Howard but the defender, you can be perceived as the smartest person in the room. People want that confidence that yeah you are smarter than me and that's why I want to work with you. You see this is a perfect contrast between that "if I can do it you can do it to" vs. the defender. Perhaps someone when they see the defender if it's just a regular guy that maybe that doesn't instill the confidence in what they want to do. Then the next one which is really the extreme is what I call the wizard guru. This person has specialized knowledge and powers. They can do things the average person can't do. The customers and prospects will benefit just by being part of their world. If you think about, this works really well with speakers. If you're a speaker, if you are a coach, whether it's a life coach or business coach, consultants especially. Consultants is a great way to do this, medical specialists, because you have something that just is not available. They can't do it without you. You have that special powers. Think about people like Steve Jobs, Tony Robbins, Joel Oestene. These are not people that see themselves, "Oh well he's just a regular guy and can do this", they're not looked at as regular Joes.

**Brian:** No

**Jack:** They're looked at as specially people that are very gifted. Now that comes to a point of if you feel that you should be the wizard, but your prospects are really driven by that "if he/she can do it I can do it too" you see where the conflict is.

**Brian:** Yeah, you can't just be a wizard.

**Jack:** Yeah, well look what I just did. "Well how am I going to do it"? You're going to run into problems if you need that, some people have problems they want to be seen as the wizard and they want to be seen as the smartest person and it can actually hurt your business and be detrimental if you do it wrong.

**Brian:** It usually would, that's one I could definitely see being a mistake people make is trying to think more with ego and not as much with what's in the best interest for the business or for how they can help people the most.

**Jack:** Yeah, exactly. So you know, if you are a consultant, you don't want your prospects to feel that "Oh I can do that just as well if they can do it".

**Brian:** Yeah.

**Jack:** They need to look at you as something special, have some special powers to go in and solve their problem.

**Brian:** That is a special person to solve their problem, it's not something that can be learned.

**Jack:** Obviously, the next question and what we really have to figure out is which guru you are, which guru you should be. Hopefully they match, but not always.

**Brian:** A lot of people want to be the wizard one, they want to be the one that everybody worships and has that adoration for like Oprah's another good example of the wizard one.

**Jack:** People, they just want to pay to be around you.

**Brian:** Right, and it's the "I will never be that wonderful".

**Jack:** Yeah, and it's detrimental. This is that pivotal point where we work for clients and we present that, because before you position yourself as authority you have to look at the direction because sometimes its hard to pivot a different way once you get rolling. You can always pivot a different

way but its always better to set that up front so that's a conversation we like to have. What is your guru persona. What are you going to lay on top of that educator and advocate. Really for a lot of folks, it's the first time they ever thought about it. You know, I didn't know it was by design, "If I'm authentic, then it'll just happen". Not really.

**Brian:** Very few people are really successful got their way by accident. Everything is planned and we talked about in the past episode with the Facebook stuff we talked about. I don't have random Facebook posts, there's thought behind every one of our, go back and look at the orders and stuff. Go back and look at your choosing your guru, it's planned. People plan this stuff.

**Jack:** It is and once you make that decision, then it's easy to make decisions that follow that based on which path you're going to take.

**Brian:** Right.

**Jack:** When you're creating content, when you're deciding on how to release information, when you're teaching style, all of that.

**Brian:** Even how you dress, it can come down to every aspect.

**Jack:** Well yeah, I guess I need to pay more attention to that but... Good then I picked the right one. So, how do you know which one you are. Think about what is your core offer? Are you coaching, are you consulting, are you selling information? How to information. Are you selling services done for you? What about physical products, it can be anything from physical products from clothing lines to baby apparel, baby toys, cribs, furniture whatever. Then you need to be purposeful about what that avatar that you're putting on top of this so if you're coaching, clearly the "If I can do it you can do it too" works out right. If you're coaching someone in weight loss, then they want somebody that's been through what they've been through.

**Brian:** Yeah, that's what they want.

**Jack:** They also, if you're doing coaching the No-bs works because there's people that want to be disciplined. That's why people go to the things like biggest loser, they go to fitness bootcamps.

**Brian:** Yeah, and that's why I go to the crossfit stuff, we get there and there's a former marine that screams at you the whole time. It's what you want cause I won't work out that hard unless there's somebody screaming at me.

**Jack:** The problem is I get that much pain just trying to work out myself. I think next time I'll hire somebody to beat the crap out of me and I'll feel the same.

**Brian:** And you'll be done!

**Jack:** Consulting is the same way, if you're doing consulting work you may not want to do the "if I can do it"...

**Brian:** No, it doesn't work great for that one.

**Jack:** Yeah, the wizard, the defender especially works for consulting but if you go into a consulting job and you're like, "Gosh this is easy, look you just do this and you're done".

**Brian:** Yeah its like "I was like you before I figured out how to do it, then I figured out an easy way... Kinda work yourself out of a job.

**Jack:** It doesn't work sometimes in that. If you're selling information products, how-to products particularly you don't necessarily want to be the wizard that says, "Look I made a million dollars in two days, here's the very special set of circumstances that occurred to allow me to do that".

**Brian:** Right.

**Jack:** So you know, I always go back and talked about before the show, "How to be a millionaire". If you're selling a product that says I'm going to show you exactly how to be a millionaire and they buy it, and they open up a one page report that says "I won the lottery", it doesn't work.

**Brian:** First... get a million dollars.

**Jack:** Ha, that's a special set of circumstances you won't be able to do and you can't be the smartest person in the room. When you're doing services, done for you services clearly you don't want to do the, "If I can do it, you can do it too" cause that would eat into your... Here, I can do this. I know you can do it just as well, it's a tough gig to get into. Physical products, think about clothing designers. They can be wizards. I have this special, magical... why do you think that shoes with basketball player's names on it that have absolutely no other magical, mystical qualities at all will sell for triple the price, because of the wizard it's associated with.

**Brian:** Absolutely, I can be a label junky myself at times. I don't care about tennis shoes but jeans I spend a ridiculous amount of money on jeans based on where they're from. I've convinced myself they're better jeans but they're probably not.

**Jack:** Yeah, well that's exactly it. So physical products, wizard works really well. You don't have to be the "if I can do it you can do it". So it really does depend on what your offer is, and who your prospects and customer are going to resonate with. It doesn't mean you have to invent this new personality, but you can take your authentic personality, and I think most of us have attributes of each one of these.

**Brian:** Yeah and it's a matter of being honest with yourself. Of course I'd love to be the wizard type obviously but after that I'd like to be the no BS that just screams and shouts and is a big masculine guy but that's not me. I can't pull that off, I certainly tried before.

**Jack:** What if Richard Simmons was the no-bs guy? It may not work you know.

**Brian:** It may not work but he certainly does it well, he's authentic and it works for himself. Dave Ramsey.

**Jack:** Yeah, exactly. Now people always come up and say what about a combination. Can I be a combination of the No-bs. You can always, there's ways that you can, I think you'll find it very uncommon for someone

to be very strictly be in one of those. Now the two that you can never combine, you should never combine that I have never seen work in fact it's probably the quickest way to failure as trying to position yourself as an authority is if you try to combine the "If he/she can do it I can do it" and the wizard. Those two just will not mix.

**Brian:** Right.

**Jack:** Just keep that in mind as you do that. But like you said, it is all about orchestrating this. It's about doing it in... you know we did our interview with Doug from the FlipMen. He talked about how just going from that radio show, escalated all the way to Spike TV and ABC network tv. Radio can be a very very powerful medium because when people hear that you were interviewed on the radio it has a certain... just like a book. Even if people never read or see your book, just knowing that you have a book. Knowing that I was just interviewed on such and such radio show, it immediately positions you as that authority and that is what today's Authority Hack is all about.

**Authority Hacks:** It's finally Time for Authority Hacks. It may be Brian's or it may be Jacks. You'll appear to be them us, then you will claim us... to be the kings of Authority Hacks. Its time for , Authority Hacks, its time for , Authority Hacks!

**Jack:** Alright it's time for Authority Hacks, this week is a really quick and easy one and you're probably gonna think "really, is this all it takes to be able to ...

**Brian:** Get on the radio?

**Jack:** Yeah. I'm not saying this is your be all, end all solution, but remember when you're talking about Authority Alchemy you taking an alchemist taking something very common and ordinary and making it extraordinary. You can be interviewed on a radio show or podcast very very quickly to get the jumpstart to your first one. It's amazing how once you do one, then you can domino into doing more. But it's that first one to get going. Once of the easiest ways to do that we like to talk about Fiverr.

If you're not sure what Fiverr is it's F I V E R R dot com and we actually debated if we should talk about Fiverr much on this podcast because I'll tell you I've introduced a few clients to fiver and we talked about it, they disappear for a few weeks because they just can't believe what can be done for five bucks. Or ten bucks, twenty bucks, whatever it is.

**Brian:** I've thrown away so much money on that place doing the wild ones just to see, it's only five bucks. I'll go and slap on the face for five dollars and I'll video tape it. I'll pay for that, haha.

**Jack:** So if you go to Fiverr and put in the search bar, radio interview. You'll find from time to time there are different people with radio shows both terrestrial, blog talk radio shows, podcast type shows that are willing to interview you or promote you, give you 10 minutes or so of time to tell your story for a very low cost. Five, ten, twenty bucks. You can be interviewed and what that does is it gets the process started. It gets you going through that interview process and it gets that on your resume and gets you another thing that you can put out there on your facebook, your social networks. "Interviewed on such and such radio show", and like we said it's like the books. It's not about who listens to it, once they know you're a person that qualifies as being a radio guest, you're in a different realm.

**Brian:** Right, and people will remember that. You post that one time and people will remember months down the road that you've been interviewed by a radio show. That stuff sticks.

**Jack:** Oh yeah, we'll probably do an episode in the future about radio shows as I have clients that pay for regular spots on the radio. Dave from FlipMen, that's how he got his start. He bought his own radio show, became the host and parlayed that into what he has now with the reality show. So this isn't something that's new or just happening, it's happened like we talk about celebrity and authority's been manufactured for many many years. But with technology and the internet there's ways to do this very very quickly. You can go out there, like I said go to Fiverr, do a search for radio interview and you can be interviewed very very soon, in fact if you do that shoot us a link to the show so we can take a listen and see how

you've used this authority for sure. So that's the Authority Hack. We always appreciate when people show us how they used the Authority Hack, every week we get people sending us emails, and sending us comments on how they've used the Authority Hack to do everything from actually being on CNN's TV show to getting interviews from other magazines and books from using this so we certainly appreciate that and we love to hear all about that.

**Brian:** Yes we do.

**Jack:** Alright so that is pretty much choosing your guru. Figure out the guru you're going to be and get busy being it. Brian, I'm going to let you take off with the last words here.

**Brian:** Sure. We close out with another of Jackson's lesson of the week. If I compare Jackson's milestones to other kids of his age, I'd be a hurting daddy all the time. Every year I remember how far behind he is when we visit the down syndrome clinic of Houston where they assess and rank him on many different areas of development. As you can imagine, it's tough to see your little boy falling behind boys even half his age. But that feeling washes away when he completes the tiniest of goals. Something as small as him finally being able to finish a puzzle that he spent weeks and months trying to figure out. It's amazing so we throw him up into the air, we clap our hands and try to make a big production out of it. The lesson learned for business, I always compare my success to others, specifically to others at a higher level to where I am currently. This can sometimes lead me to be oblivious to successes I've had. For example when we recently taken on our clients for this service we had some amazing results on the first few weeks, but I was so focused on the next results, the next steps that Jack and I didn't even allow ourselves or our clients sometimes to enjoy these fast successes. So take time to enjoy the successes. We'll see you next week!

Authority Alchemy: The show for positioning yourself as the number one authority in your industry. Quickly turn your prospects into clients, and clients into raving fans. Authority Alchemy.

## RESOURCES

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