



## How to Add Authority To YOUR Presentations

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.

Brian: Well, here we are again. It is that time. I am Brian Mize. I'm here with ...

Jack: Jack Horn. What do you call that?

Brian: Something's wrong here.

Jack: Pattern interrupt? What do you call that?

Brian: Bad joke?

Jack: Maybe so. You know who we are because the fancy man on the recording has told you who we are. Jack Mize and Brian Horn and today's episode of Authority Alchemy, we are going to be talking about adding authority to your presentations. We've actually had people ask about this one because ... Brian, how many webinars do you think you've done over your career, being that educator advocate authority?

Brian: Hundreds. For awhile back in the webinar hey-days, I was doing them weekly almost. We just do them constantly.

Jack: Yeah, so hundreds of webinars, we've spoken at probably dozens if not hundreds events of all different types. You've actually spoken in how many different countries?

Brian: Five different countries.

Jack: Five different countries. One thing that we see are some really good presentations. To me, watching a speaker, whether it's a speaker live on stage or listening to a great webinar, can be like listening to a symphony. You can get mesmerized by it and listen to great content. Oftentimes it's not what people think make a great presentation, it's the subtleties. As many great presentations

we've seen, we've probably seen multiples of that in really bad presentations.

Brian: Yeah, I've seen some that are just horrible. Just talking a little bit ago and there's one case where I was in Australia speaking at an event and that's when I mentioned before, I sold about \$125,000 worth of stuff and it was an incredible audience, a couple hundred, few hundred people, all with money ready to spend.

There is one speaker there who just did terrible. When the person was going through it, I just knew it was going to be bad. Everything was wrong with it and then at the end, sold zero. Flew across the world from the United States over to Australia to speak at this thing and sold not one single ... \$497 part, couldn't find one person in a room of hundreds of people, money's ready to spend, didn't one thing. Just messed up on so many of these keys things we're going to talk about today.

Jack: It almost had to be on purpose.

Brian: It was unbelievable. That's probably one of the worst presentations I've ever seen a person do. There was not one thing right about it. The offer was bad and confusing, the information shared didn't demonstrate that this person was willing to do anything about the topic outside of very general stuff, that she had any kind of concern for the audience in trying to really help them. It was just bad.

Jack: Those are the sum points that people think when they sit down, unfortunately is one of the things that a lot of people fear doing presentations. Even webinars. I've seen people just really sweating it out because they have to do their first webinar, which is probably compounded by the technical aspects of a webinar over just going on stage and speaking.

What I find is people focus on the things that probably are going to hurt them more than help them. Overdoing things, adding way too much to their presentation and not focusing on really the things that are going to make the biggest difference. That's why we're calling this "adding authority" to your presentation. Clearly we won't have time to talk to you about putting together a complete presentation.

Honestly some of those would be different depending on what your subject matter is, what your industry is, but if you have a core of a presentation, you have a message, we want to talk about some things that you can do to add authority to that. Oftentimes that means removing things from your presentation, but basically the core of it. What they need to start with the foundation is what?

Brian: By being the educator and advocate. That's where everything starts.

Jack: That is. Put yourself in that mindset, in that frame of mind that my job is to educate and to be an advocate for the success of the people that are taking their time out of their lives, away from their family to listen to this presentation whether it's at a live event or whether it's a webinar.

Make sure that you go in there as that educator and advocate. You'll be surprised and we've had a lot of people that we've coached on this, that by changing that mindset, the stress just melts right off their shoulders when they think, "I'm going in there to educate and be an advocate," rather than, "I've got to go in there and demonstrate some expertise and I've got to make them think that I'm a top person in my field." It changes everything. It really does change the outcome oftentimes of how these presentations go.

Brian: The webinar, the presentation, we do it live, one of the first things we do in it is lay the foundation for the rest of the webinar, rest of the presentation that we're here to teach you X, X and X. Our job is to teach you these things and by the end of the next 60 minutes, you're going to learn this stuff and then at the end, we follow up with that, "Did we do our job? Did we teach you these things?" and response is always wonderful.

Jack: Yeah. One thing people hate is to go into a webinar under the pretense of they're going to learn something and it's just that "used car salesman", I hate to say that about used car salesmen, I think we have some car salesman clients, but let's say the stereotype of the used car salesman, that it's nothing but "buy this, buy this, buy this" from the word go. When you educate, it's always going to be the best foundation that we've found for our presentations,

especially for adding authority. People will look at you as the expert and you don't have to call yourself the expert. That's the foundation generally always.

The next thing that we see a lot of people make a mistake with is put too much stuff in there. Yeah, it really is. There's a great saying, what is it, "brevity is the soul of wit". I see people that try to put so much information and they try to make their presentation, especially if they only have a 45 minute or 60 minute. We've seen a lot of this lately ...

Brian: Oh yeah.

Jack: ... Where people have a 45 or 60 minute presentation, especially if they're new to giving presentations, whether it's webinar or on stage, they are always worried, "Do I have enough stuff? Am I going to be able to fill the time?" Almost always, what happens is the inverse. They have way too much and it ends up them trying to pace and tread water with stuff in the beginning and in the last 10 minutes is them, "Let me hurry up and get through this. Let me get through this. I got to get all this stuff in." Short and sweet is a great way to add authority. The more time that you have to get specific points across at a comfortable pace, it's going to be that much more powerful than if you're rushing through trying to get to all these points that you think, that you think ... make sure I'm clear on that, that you think are important to the people. You're not going to be able to give a complete guide A to Z in a 45 minute to 90 minute presentation, so don't even feel that you have to. Keep it short and sweet.

For each slide that you have or each point you want to make, you want to ask yourself, "Is this going to move my audience to the place I want them to move by the end of the ... ?" Are you making a sale or them signing up for your newsletter, whatever you want. We just want things to have that point. If you're going to do a lot of detail of a whole bunch of different things, that doesn't help. That's the stuff you need to cut out; either your presentation point or slide, make sure there's a purpose. Look at see, "Is there a purpose to me going over this information?"

Brian: We have to do the same thing. A lot of us, we sit down and have cutout sessions. We just had one last night, yesterday we had to cut a bunch of stuff out. We just go through and knock stuff, "Does this really help accomplish what we want to accomplish? Does this help educate our audience on things we want to educate them on? Are we acting as advocates here? Does it move them to a place we want them to move on?" If the answer is no to those, we just knock it out.

Jack: There's an old saying in the copyrighting business that "I wrote a long sales letter because I didn't have time to write a short sales letter" because it really does take a long time to get those points out. The same thing can be a presentation. I have a really long presentation ... I can tell you right now, it's easier for me to give a 2 day presentation than if somebody came and said, "We need you to do a 30 minute presentation." "You can call me today and I can be there to do 2 days tomorrow, but if you want me to do a 30 minute presentation, well, give me a week or so to get that together."

My 2 day event in Vegas a few months ago, I really didn't have to prepare at all. I just sat down and talked because I know the subject backwards and forwards. I know I can just riff on it and really go into great detail. Like I said, when you have that little 30 minutes, like when we were on the cruise, I had to completely write something from scratch and prepare it because I [inaudible 00:08:06] for 30 minutes.

Brian: Oh yeah. It's very tough for me to do anything in 30 minutes. Very few things in 2 days I can plug and go, 30 minutes, that's a chore, so think about that. You may think that short and sweet, "Oh good. This'll be easy. I only have to do 30 minutes." You're going to find out that's going to be one of the harder things for you to accomplish.

I will tell you one of the easiest ways to get there is by focusing on this next point to add to authority and that is, just like we've talked about micro specialization, make your presentation a micro subject, presentation. It doesn't have to be an all-inclusive of what you do,

but it can be one particular benefit; one problem, one solution that is part of what you do.

If you have the luxury of knowing the audience, who the audience is, if they're a specific group, then you can take that problem solution that applies most to them. Take your micro specialization, then even get more granular for your presentation.

Especially for a 30 to 90 minute presentation, it's very tough to come across as authority if you're doing a general survey. We talked about that in Episode 7. We talked about how to get more speaking engagements. The example of internet market-, if you just say, "Okay, I'm going to talk about internet marketing at this event," you're going to get no speaking gigs at all if you go. If you are talking that general, you're doing nobody a service at all. If you talk about something very specific, just about how to set up and run your very first Facebook ad campaign using your auto play videos that are coming out; that's something fresh, very specific and people walk away with.

So think about that. Narrow it down and I will almost promise you that your presentation is going to have more information than you thought it would be. It's going to take you longer to get through it than you thought it was going to. Be very, very careful about thinking, "I need to add more. I need to add more, but this isn't going to fill up enough time," because believe me, it will. Especially if you take time to go through what you're talking about, you're going to have questions.

You're going to have people that are engaged and I will tell you, engaged people eat up time. You're going to be saying, "Look, I know you're all interested in this, but I don't have time to talk to you. Let me get through this." You want to engage.

Another way to add authority is avoid the common mistake of thinking it has to be perfect. Try to script out your presentation. How many times have you seen, especially at a live event, where the person is trying so hard to remember a script what the presentation is that it complete dilutes their message? I would much rather, and I think we can agree, passion over perfection.

Jack: Always. That's the most entertaining people are the ones who are the most passionate about it. Look at Gary [Banner Truck inaudible 00:10:50] from Banner Truck [inaudible 00:10:54], just as bad as with [inaudible 00:10:55], but how do you say his name? He's all passion.

Brian: He is.

Jack: He's polarizing. He's offended some people too, with his language. Just about every event I've gone to, even with James, he's all over the place. He's a wild man on stage. I remember when I was speaking at Glaser Community event years ago and he was going on like, earlier in the day before I went ... I was sitting in the back of the room and he was getting ready. He was in the corner doing like Rocky does, in the corner, he was sitting there just going up and down on his knees and then started doing little punching thing in the corner getting pumped to go up there and get up there and just tore up and killed it. He that passion and that's what people like to see over just information.

We like to be entertained. We're simple people. I'm a simple guy. I want to be entertained. If somebody goes up there and they give that information but it's like listening to a professor in college talk, snooze fest ... that's why I quit college because I couldn't handle the being so boring. Then you get somebody up there to entertain and tell some jokes and put some other interesting images up there and moves it along, it's great.

Brian: Yeah, and I think passion, there's a lot of things that can be incorporated into passion. You're being genuine, being yourself. When you're passionate, people feel that passion, especially when you're passionate about your subject matter, that passion flows through as the educator and advocate. When they can tell that you're not only passionate about the subject matter, but you're passionate about them succeeding with the information that you have, that will overcome the lack of perfection.

Jack: I can tell you that I've done presentations where I had nothing prepared. "Here Jack, we had a fallout. Can you come up and talk about this area of what you do for 90 minutes?" "You bet." I'll go

up there and they'll say, "Where's your slide deck?" I said, "You mean my slide? You only told me about this 8 hours ago. There is no slide deck. Here's my slide that has my name on it and maybe a topic." I will talk. Will that talk be perfect? Will I need to stop and think about my next point? Absolutely. Don't be afraid of silence, especially in the live events. I think we need to make this clear. Silence on webinars probably isn't good.

Brian: People think they're cut out or there's a technical problem.

Jack: Yeah, "Is my sound working?" Webinars typically you're not going to shoot from the hip on. You have a planned presentation, but when you're speaking live, don't fear silence. Silence can actually be one of the most powerful pieces of a live presentation if they see that you're gathering your thoughts. People can't see you gathering your thoughts on a webinar. People can see you thinking at a live event, so don't fear silence. You see a lot of people on stage that they have to be talking constantly, whether it's "ums" and "ahs" or this and that because they just don't want any silence. "Ums" and "ahs", I'm the king of "ums" and "ahs". You don't think about it until you go back and listen to yourself.

Brian: Oh yeah.

Jack: We're from Texas, so what do we hear? What's the Texas silence pillar, "Know what I mean? Know what I mean?" "Right?" "Know what I'm talking about?" "Know what I mean?" Be careful about those kind of things. The passion is going to come through all the time. It's one of the pieces that I want to talk about that I know I don't like. I'm not comfortable with, it's that whole about me, who I am. I call it the highlight reel slide, one at the beginning ... About the second or third slide in every presentation, where the person talks about all their great accomplishments. It's a highlight reel. That's all it is and everybody can have one of those.

Brian: It is. What are the commons we see? Especially in the internet marketing or the make money, we see somebody standing in front a mansion with their Lamborghini that, "Boy, look at how swell my life is," and it's all about them. Those I just, ugh, I just can't take those. Then you have the people that, "Here's me and my family

on vacation." "Here's what I do." Those are good, but go back to the whole short and sweet. If you can make your "about you" part of your presentation, a disguised version of "about them" when you're talking about you, but in a context that they see how what you're saying benefit them.

That's the powerful way to do that, whether you're speaking live or whether you are doing a presentation on a webinar, if you can very purposely your "about you" really about the audience, that's going to be the most powerful. I really am uncomfortable with the whole "about me", but it's necessary especially if it's an audience that's not familiar with you because they need to know why they should listen to you and you have to be able to make the point of why they should listen to you while at the same time, not looking like you're beating your chest about, "I'm the smartest. I'm the best. Look at me." If you can also throw a little bit of self-deprecation in there, it doesn't hurt.

Jack: I always try to. Last one I did in, I was in Atlanta a couple weeks ago speaking, I did not the typical highlight [inaudible 00:15:48] 3 or 4 points on there. They're real basic things about it, how many people we've helped and how I've helped, that's how I put it back about them.

I did one that was *Two Truths and a Lie*, you might have heard us play this game once in awhile, they're interviews; "3 of these things I put about myself are true, one of them is a complete lie," and had everybody in the audience chose one, I had them all stand up, that they chose it then sit back down. The next one everybody stand up, so I got them involved in that and they had a good time with it. They're all self-deprecating ones, it was like, "I've wrestled with sharks on the bottom of the ocean, but if a little mouse runs out of the closet, I'm screaming and running into the other room," which is completely true. I'm scared to death of mice and sharks don't bother me. I put little things like that in there, where they're funny things. "I have played Spades with Blair from *The Facts of Life*," always play little funny things that are actually very ...

Brian: That's a great way to insert your authority, but disguised as a game because it's not you bragging about yourself, it's a necessity to

make the game work, so here's 2 truths. If you made \$2 million in an afternoon, instead of saying, "You should listen to me because I made \$2 million in an afternoon," but if you wrap that in a game and say, "Here's 2 truths; one is once in an afternoon I made \$2 million with what I do," ...

Jack: And I made \$2 million in an afternoon, but I'm still wearing the same pair of underwear for 2 years. Something like that, you put something in where it makes it funny and interesting.

Brian: That's a way for you to sprinkle your authority without it being a resume or a chest-pounding session. If you can sprinkle it in and disguise it as something else, they get the same effect of, "This is certainly someone that's accomplished and up to something," but you weren't up there doing, "Okay, now listen to what I've done."

Jack: Particularly with men, you're in competition so once a guy goes up there and says, "I made all this money," immediately you put a wall up, "Ah, that's BS. He's not done that," or you'll find something else wrong with it, but if you sprinkle in something that makes you self-deprecating about yourself, it makes you a likeable person and then they just go, "That's cool." You want to get past that and past that barrier.

Brian: Don't fear making a little fun of yourself. Here's the big one.

Jack: This one always kills me.

Brian: It is and you recognize it right out of the chute. We call it the *Death by PowerPoint Presentation*. We're not even talking about the content, we're talking about someone, what did you call them?

Jack: I said just an hour before they made this presentation, they want to use every one of the animations and transition effects. I was watching one, they had 6 or 7 bullet points, which is a lot anyway, but they were all at one point still spinning. She's having to wait, she started reading them because she clicked through them so fast like went boom, boom, boom, boom, boom. All these things were still just spinning there.

Brian: That's bad when your PowerPoint goes rampant and you can't lasso in your PowerPoint, "I don't know. It has a mind of its own." Explosions and everything. You lose the drama, the dramatic effect when everything is an explosion or ka-pow or the spinning in and spinning out.

Jack: Like a Nic Cage 90s movie, just slow running away from the explosion.

Brian: Yeah, it's really bad. There can be some very important and dramatic effects that you can use with PowerPoint and Keynote to do some really cool things ...

Jack: Keynote's awesome.

Brian: ... But understand the value of less is more. I got over using a lot of those, especially if I had to make them myself, to where if I'm doing training videos or anything like that, it's pretty much a white background and the points. You can do it more on webinars because people may miss what you're saying or you misspeak, they see the bullet points and keep those bullet points to like 2 or 3, or 4 at most on a page, but when you're speaking live, they're there to see you live.

Think about if you went to see a band in concert and they went out and sat in a chair with some sheet music in front of them and played the notes. You don't necessarily want to just stand in a presentation and read PowerPoints to a live audience.

It goes back to the passion over perfection. Have a conversation with them rather than sit there and read your PowerPoint slides. We see that all the time. That is really death by PowerPoint and that's a very painful death by PowerPoint. When you see people with 10 bullet points on a slide and all they're doing is reading this, to me they're saying, "Just in case you're incapable of reading this yourself, let me read it for you and then I'll read you the next page."

Be careful 1, not just to use every animation. Come one, think about it. Everyone that's opened up PowerPoint or Keynote ...

Jack: We've all done that.

Brian: ... Figured out how to do it, you think all this is cool, but then you realize it could be a bit much. It's not about reading them your slides. One of the things that we started doing is having slides that have no text on them at all as an illustration that triggers us to know what the next point is that we're going to talk about. If you know your subject matter really well and you're passionate about it, you don't necessarily need a script to do that.

Jack: One of the best ones, Seth Godin's purple cow one he did for his Ted Talk. I don't think he has a piece of text on the entire thing. It's a bunch of images. All of them illustrate what he's going to talk about and trigger that in his mind, they're beautiful. I love that presentation. That's a good one.

Brian: If you get to where you really know your subject matter and you're familiar with it, start removing text. Unless it's very specific information, they need to know a statistic, a number, if you can just have PowerPoints that trigger to let you know what you're going to talk about next, that's when you become one of those presenters that people really, really can become engaged in.

Jack: A book on that, it's called *Presentations In*. It's a really good book on doing presentations like this, how to create really gorgeous presentations, single slides, how to lay them out, trigger those thoughts. They become very different. They're really good.

Brian: That's Zen as in a Zen master, right?

Jack: Yes.

Brian: Z-E-N Presentation.

Jack: *Presentation ZEN*. Z-E-N.

Brian: That's a true illustration of less is more when it comes to that. It'll vary whether you're doing a webinar where people may need to see some bullet points or see information. Just remember, passion over perfection. Go back to the passion over perfection. I'd much rather see less information in a PowerPoint than for it to be overdone.

Jack: Absolutely.

Brian: Then we get to the funny people. We get to the humor or the attempted humor sometimes. I say the rule of thumb is no humor is better than bad humor.

Jack: Yeah, if you are the type of person that you know you're not a funny person, or you don't have timing to do jokes on stage, just don't attempt it. You can get up there and you can make a joke about how unfunny you are early on and how you're just not a funny person. You'll find you'll get some likes out of that and some people that are relating to you and will give you a little bit more slack for not being the funny person.

Brian: Don't feel that you have to be Chris Rock or anything when you're the funny guy. I use a lot of humor in my talks, a lot of self-deprecating. A lot of it has nothing to do with the presentation, but you just throw it in there to break things up, a little story. One of the best things to do is not tell jokes. This goes deep into, not a class on corporate humor, we actually have one of our clients, she teaches humor to corporate executives, but it's not about going up there and telling a structured joke.

You don't want to go up there and say, "Knock, knock." Is that a joke or a riddle? I don't know. I need to learn my terms. It's more about telling humorous stories. You don't want to be a comedian, you want to be a humorist, a raconteur, whatever you would call that. When you think about humor, I've seen people that go out and buy the joke books. They go buy, "I've got The Best of Henny Youngman. I'll tell some of these." That doesn't quite work.

Jack: The self-deprecating stuff works really well. If you throw a quick line in there that just pokes fun to about a certain thing just a little bit and that works great. There was one I was talking and it was something about memory. I just made a quick observation that, "I can't remember things my wife said to me last night, but I can still remember the entire *Beasty Boys Licensed to Ill* album word for word from 20 plus years ago," and little things like that you get a laugh and you just move on.

Brian: Yeah, memory is always a great one if you have problems remembering things and remembering names or anything, don't try to hide it. Go in there and make fun of that fact. I often use the one, "I took this memorization course so I could memorize names from, what was his name, George Carnegie ..." It immediately sets the tone and they see that you have flaws, you're one of them and it works out perfectly.

It really comes down to each step of your presentation, each step of your webinar to have that purpose. I say the two most important points are; 1, the first point of being an educator and advocate and the last one is, have a point. Know what the outcome of what you're trying to achieve from your presentation. What is it that you want your audience to do, feel, act like after they've listened to your presentation?

Jack: That's a key thing. One thing I've learned, if you're selling something, first thing you want to do is write what your close is going to be before you start doing everything else and putting the lesson in there, whatever else you're teaching, at the [meat 00:24:22] of it, put your close in there so you know exactly what everything else has to lead up to. If not, you could start writing all this great knowledge down and you get to your close and you're always like, "God, there's a whole bunch of stuff I did back there that did absolutely nothing to prepare them for this close or call to action at the end is going to be."

Brian: One of the great ways to end the close, that you want to be very purposeful, you want it to be strong, but you also want it to, especially if you're just starting doing presentations or webinars, no matter how it turns out, one way or the other, it's how you meant it to turn out. If you're doing a live presentation and when you were speaking and there was that person there that I think you said made no sales?

Jack: Yeah, zero.

Brian: Was it painfully obvious that it didn't work?

Jack: Oh yeah. Early on I could tell it was not going to work.

Brian: At the end when they said, "Thank you, that's it," was it like ...

Jack: Nothing.

Brian: ... People like, "What do I do now?"

Jack: Yeah.

Brian: You want to make sure that at the end of that, your outcome can; 1, if you're selling something, you know what the outcome goal is, you want to sell something, but also have that secondary benefit of they all learn something whether they were able to buy or not. That's the one thing I feel real strongly about when I do presentations, particularly if I am selling something, I also want to make sure that the second thing that's most important to me is that even if they don't buy, it's not the right time for them to buy, that they still got something out of the presentation because what does that do? They remember you.

Jack: People they're bringing in for these events, they do want you to sell stuff, they also want to be looked at they put on a really good event. That's one of their key things. They want people to go in and say, "This was a great event so-and-so put on." You being a good speaker, even if you're not filling it full of all kinds of information, you put some things in they can apply, you're entertaining, they remember you, that's what you want.

Brian: It is because remember being an authority isn't just about a transaction. Being an authority is having people that leave your presentation, leave your webinar that may not have bought, that your product, your service may not have been right for them at that particular point in their life. You want them to be very, very comfortable with telling someone else that may need that, "You know, I heard this guy ..." "I heard this girl ..." Bottom line is, we talk about the benefits of authority are what, to get more leads and customers and sales ...

Jack: And profits.

Brian: ... And profits. Being an authority can get you new customers, but it also gets your current customers to come back more often, spend

more money and tell their friends, family and even strangers about you through social media. One of the greatest things you can do is turn customers and even prospects into fans that will tell other people about you. You can't look at the only benchmark of your presentation of the bottom line, how much do they sell, this is your business.

Cash flow is what your business is about, but the secondary success is that people left feeling really good about what they learned from you and have you in their mind that you were an educator and you're an advocate for their success because that's what makes them call you the expert without you calling yourself the expert. That's the point of adding authority to your presentation. It's so simple to do by just going through these points. If you have a presentation right now, go back and see if you have these ingredients in there. If not, add these ingredients. Sprinkle them in.

Jack: More of all these are broken down on the website also. You can go to [authorityalchemy.com](http://authorityalchemy.com) and grab the document so you can easily have these listed out.

Brian: You know what? I think that's going to lead us right now to ...

Jack: I hear something.

Brian: ... That's it.

Authority Hack Theme Plays

Brian: The Authority Hack. I never get tired of that song.

Jack: I love that song.

Brian: It is. It's not up for a Grammy, is it?

Jack: It should be.

Brian: Have we submitted it?

Jack: I thought we should.

Brian: I think we should, too.

Jack: If people have a little interest, one of our listeners can.

Brian: Is there a Grammy for short Podcast bumper music? I think there should be, even if it's not on the live show, but I think it should be. Today's Authority Hack is about adding authority to your presentations. We figured the one thing that we've seen people do is go and get those really bad free PowerPoint templates, either the ones that come with their PowerPoint or they go and get these crazy, ones that look like they're from 1999 ...

Jack: 3D graphs and ... stuff like that.

Brian: It's just really, really bad. They all have that dull colors. I've just never seen a free template that I liked. One of the things that you can do that very few people I see doing it, they go out and they try to create these crazy templates themselves or do it themselves.

You can get extremely professional, done for you, already made, PowerPoint, Keynote templates from a place called [graphicriver.net](http://graphicriver.net). If you go there, you can look, believe me, you're going to get lost at Graphic River, probably for several days, looking at all the cool stuff because this could actually authority hack for lots of different pieces. If you go and look at their other, something like that in the far right link, you can look under there under Presentations. You can look at the presentations by PowerPoint or by Keynote.

These presentations are sometimes 12 to 15 bucks for these templates, but not only are they just really remarkable in their look, their color, they pop, but they also have some very well-constructed animations. Sometimes they're a little over the top, but many times they're the ones that you never would have thought to put together yourself. One thing that I recommend is take a look at these even before you start putting your information together because I've had so many times that I got one of these presentations and just by the templates that they have in there, have made me think of content that I could add that fits those templates. You almost work it backwards. For 12 to 15 bucks, you're going to have probably one of the better looking presentations than most of the people that, if

you're speaking at a multi-speaker event, I've seen people that have spent hundreds or even thousands of dollars to have their content put into a presentation that doesn't even look as good as some of these 12 to 15 dollar templates.

If you are putting together a presentation, whether it's a webinar presentation or whether it's a presentation for a live event, check out [graphicriver.net](http://graphicriver.net) and look at the presentation templates. You are going to come away from there probably with a better presentation than you ever could have imagined putting together yourself.

Jack: These would be great for putting out e-books about ...

Brian: Oh yeah. I use these for the basis of video presentations, short promotional videos ... Yeah, you're right, e-books, convert them into a pdf for e-book information. Like I said, they're going to look way better than you could have even imagined putting those together yourself. Just be careful not to spend as many hours as I do when I discovered these things.

Jack: They have a whole bunch of fonts in here also, just gorgeous fonts for 5 and 6 bucks and I said, "Oh, oh. I'm going to start spending some money at this place."

Brian: It's dangerous. That is the authority hack to be able to not just add that authority to your presentations, but also have it look like you spent quite a bit of money to have your content put into those. That's adding authority to your presentation so we have today Authority Alchemy. Brian, I'm going to leave you with the last word here.

Jack: Today's lesson's from Jackson. Being genuine draws good people to you. Jackson is Jackson all the time. No matter where we are, who he's with or what's going on. He sits in a shopping cart and blows kisses to everyone and anyone that will look at him. If there's a song that he likes, he dances, at home, in the car or standing up in his seat at a restaurant. He authentically draws positive attention and love everywhere we go. I can't even count the times that someone has said his blowing a kiss turned the mood around and made their day.

Lessons learned from business. So many of us put different masks on so we'll be liked and respected by others. For example: many people try and prove their success by buying flashy watches or cars and putting on a false persona of success. Or when we're talking to other people in the industry, you may be scared to open up and admit a painful failure.

It's natural to try and fit in with others because as humans we have a deep-seated need to be accepted by others around us. We think the mask is needed to remain accepted. You'll be surprised how much more accepted and loved you'll be once you become your genuine self.

I know it's scary to open up and bare your soul, but you'll start to attract good people to you. I know this because when I dropped the "check me, I'm rich" persona and let myself be the dorky doting dad from Texas, the quality of my clients increased dramatically. My relationship with them is amazing and my business made a lot more money just by being myself.

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

Graphic River: <http://www.graphicriver.net>