



Authority Mindset: Inside the Minds of the Customers and Prospects

Authority Alchemy. The show for positioning yourself as the Number 1 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 here we are another episode of Authority Alchemy. Jack Mize.

Brian: Brian Horn.

Jack: We finally realize that we're getting up in the double digits here for these episodes, right?

Brian: We are. We had a birthday last week.

Jack: It is. I guess we should start announcing what episode it is. Although you know what, I guess I don't want to make people think they have to listen to this in chronological order do they?

Brian: Yeah, no.

Jack: I thought people start podcast. Often times they, what is it, after the third one. It's like blog post. How you talk about blog posting.

Brian: Yeah, or videos.

Jack: Yeah. They run out of ideas and I'm thinking, man, we're like I can't wait until we get to do this. I think we get to do this one because there's just so many things that we could about that people are asking about and one of the things we love is getting feedback from folks because it kind of stirs our mind on. Yeah, you know why didn't we think about.

Brian: Yeah.

Jack: People really do need this. Sometimes we have blinders onto what people may or may not already know and what interest people. One of the things is the feedback and the people that are really ... Send us e-mails and give us that wonderful feedback on our mindset episodes.

Brian: People love it.

Jack: It is and it's something that you always think that the people really want this and one of the things we thought about. Well people want to know the click here, point here, do that.

Brian: Yeah. I was shocked.

Jack: We get so much great feedback on our mindset episodes. Really what surprise me how many people apply what we talk about and get the quick results, it almost like they were surprised that well, I did it and it worked. We got to be careful what we say. People might start to believe us, Brian.

Brian: They might. Even when I'm at the light events I had people come afterwards and of course you simply like the minds and stuff I went to in the presentation and also that they like those episodes. That they want to be listened to a couple of times, those are ones that stood out.

Jack: That's what we're going to do today is we are going to talk about mindset but it's really about getting inside the mind of your customers and prospects. This is one of the probably most profitable, most powerful things that you can apply and position yourself as an authority but it's one of the most neither neglected or just not known about to most folks especially people who run small businesses, people that are out there desperately trying to get more leads. We've talked about this before. How many people solely focused on I need more leads, I need more leads, I need more traffic, I need more traffic.

Brian: Traffic is the one that I always ... whenever hear somebody says, I go okay and I know exactly where they are in their business career, their marketing progression when traffic is there.

Jack: It is.

Brian: Yeah.

Jack: What's remarkable is when you sit down and look at it and realize, whow, whow, whow, you're getting a lot of traffic. Yeah, but I only

get a percentage of this, I need more traffic, and said, whow, whow what if we change the way that traffic perceives you?

Brian: Right.

Jack: Which is the much easier thing to do when you do it with purpose. It's almost like people put up websites, they put up Facebook, the pages, they setup their YouTube accounts and they hit record on a video with having no plan or understanding of what they're going to say.

Brian: Right.

Jack: Who they're talking to and what points are trying to get across. It's almost like going in and hitting record in a music studio or on a television studio. Yeah, we'll see, what are we going to do? It really is and so I just spend a little time in understanding who you're taking to, what they're pain is. It's something that can make a dramatic difference in how people perceive you but what it can really do is you may be shocked at how much it can turn the traffic that you are already getting. The people that you already seen that you think are just indifferent about what you have to offer. All the sudden they start calling, they start engaging because you have purpose and what it really is, is you have an opportunity to get inside their mind.

We're going to talk about that today and really about how to get inside that mind of that customer, that prospect. One of the first things that we do with new clients is we have our authority position strategies where we get on and within often times 15 to 30 minutes. We can change the framing, the mindset, the whole outlook of that client and how they feel about themselves, especially their authority just by setting a few parameters. Often times like we talk about, it's not about adding things to their message, it's about taking things away. You often have people that are trying to talk to way too many people and we really have to bring in that micro specialization and then better put a fence around it, should be able to do that.

What you have to understand is think about your prospects. If you want to engage people, you have to talk directly to them. When people put websites, they put up landing pages, they put up videos

on their landing pages. The message is either deluded or it's all about them, attorneys, professionals.

Brian: Yes.

Jack: It's all about them. Here's what we've done. Here's how long we've been in business and you're doing nothing to really connect with that prospect.

Brian: Or they're using, your pointing out an entire copywriting tricks had been seen a hundred times. People who become blind a lot. There's a lot of the things have worked forever still work but you got to come out a little bit more clever or you might, about when we're talking about here is being that the educator and advocate get inside their head it pushes you to a total of other level above everybody else.

Jack: It does and so what we're trying about position with authority. You see people always talking about having that servant mentality, right? Serve your customer, serve your prospects. At the core, that's what you're there to do is serve them but you have to be very, very careful about your positioning on that looking like a servant. Because when someone hires a servant, they hire that person to tell them what to do, right? Are you going to hire a landscaping company to come and design a beautiful yard or you're hiring someone to mow your grass and pull your weeds.

Brian: Right.

Jack: All right. The landscaping authority, you're hiring them and say do what you do, make my yard beautiful.

Brian: Another good one that I have combinations use different kinds of tools and a magician.

Jack: Yeah, exactly. Sometimes they both have the same capabilities.

Brian: Yeah. The tool goes on, works his ass off all day, working his ass. HE works all day up on the fields, working hard. Magician just clicks it and done.

Jack: What happens is if you position yourself too much as a servant and you are asking people what you would like me to do, how would you like me to help you then that's exactly the way that they're going to look at you.

Brian: Right.

Jack: What I want to think about is moving yourself from servant to savior. The difference between someone telling you what they want done versus someone asking you, what should I do? That's when you're authority. When people are looking to you, what should I do? That's who they see as an authority, that's a very subtle positioning. When I speak live on Justin Timberlake I always use or people that go to a concert, but when you go to a Justin Timberlake concert, who's working for who? Who works for who? Justin Timberlake is working for you.

Brian: Yeah, absolutely.

Jack: But that's not the way it is right? He's not your servant. He's not there for you to say, all right, I want you to do this tune first then I want you to do this tune next then I want you to do a little dance over here.

Brian: Mm-hmm.

Jack: Then I want you to come back, no, you got no say in it. You're saying do what you do, all right. What happens is when people are coming to your websites even your current websites looking at your videos, what are they seeing? Are you speaking to them and I'm going to give you some very specific points and we're going to talk about the psychology around these and why they work and why if you just simply implement them even half heartedly. It's going to take you miles above your competition. Let's start off with this. Everybody, I don't care what business you're in.

When someone comes and sees you online whether it's your website, whether it's a video, whether it's your Facebook page and they are what I call a purchase driven consumer, right? They're ready, they're not looking to be entertained, they're not kicking tires, they're not bored. They are someone that you really consider

prospect. They always have four things on their mind and these are issues that they have and there questions that they have but there often times questions that they are never going to pick up the phone and ask. There often times questions, they're never going to post to your Facebook page and ask you these questions.

What they're going to do is they're going to look at your persona, they're going to look at your content and they're going to answer those questions themselves based on the information that they get. Often times they can be very wrong and you have to look at what you have out there. Am I allowing people to paint a picture that isn't accurate by the content that I have out there. Here's really a simple formula to get inside the mind and what we want to do is you want to be that savior. you want to be the person with the crystal ball. You don't want to ask people, what can I do for you? You want to tell people, here's what you should do because of your situation. What's one of the biggest mistakes you see people do on the web? We know it goes back to micro specialization.

You land on their page. How many times it's one of the easiest things that we're able to do for a client is we look at their website and say looking at this, I have no idea what you do.

Brian: Absolutely.

Jack: I have no idea what you do and you ask them what do you do? One of the things I ask clients first thing is if I'm at a party and I say, "What do you?" What would you tell me?

Brian: I can't do it.

Jack: They can't or will take too long but I'll tell you, I can cut them off after two words. Do they start that reply with I am or I help.

Brian: Right.

Jack: There's a difference. When they start saying I'm a cosmetic dentist, I'm a real estate broker. I said "No, I didn't ask you what you are. What do you do?" If you take that, that's one of the first tidbits that if you make your message what you do ...

Brian: Mm-hmm.

Jack: Versus what you are, then you start speaking to [yourself 00:09:58] I help. Instead if you're a real estate agent and you help people that are first time home buyers and still say I'm a real estate agent for this particular area but you rather say I help first time home buyers navigate in buying their first home from where to get the financing, how to fix the house, then you're an educator and advocate. You've just the made the first step of becoming an authority. Think about that. If you go through that exercise and assume that someone said tell me what you do, remove I am to I help and that's going to be the first thing when you start developing content is base it on from that I help frame mine versus the I am frame of mind.

Brian: Right. The client is thinking about themselves. If you start with I help and you're addressing their main core problem or pain that they have, you're instantly pointing it out to them. Not just being a servant.

Jack: Yeah, exactly. You're starting to become the savior. Now, so here are four questions. If you can answer these four questions and you can use this, like I say a formula for a landing page, for a video, script basis, you'll find it a big difference in the engagement that you get and help perceive you as the authority. Question number one on that every prospect has in their mind when they are visiting you and they know that they need what you have to offer.

Brian: Mm-hmm.

Jack: Or even possibly. First one, do they understand my problem, all right? Now, think about your videos, your website. One, it probably is a general, I do everything. Real estate agents are the ones that are notoriously. I can help anyone and we've talked about that, that you're the car manufacture.

Brian: Right.

Jack: You don't want to be able to help everyone. You want to micro specialize.

Brian: Mm-hmm.

Jack: Even if you have different pages for different people you help. Be very specific about who it is that you're helping and then that way they can come away with okay, maybe they do understand my problem and we're going to give you some examples of how you do this. Does this business understand this problem? The next one is, are they qualified to solve my problem? Now, what people probably want to reply to that or answer that with is a big resume or that About Us page with all their degrees and certificates and credentials and all that. What I want to tell you is would these questions you want to address them. You don't necessarily want to answer them. I'll sure do a show on the psychology of copywriting and lead generation.

Brian: Yeah.

Jack: What you want is to be able to generate and create curiosity and anxiety by what they're reading. You can acknowledge this and make them feel good about that you are qualified without actually going in to a resume or going deep into this. The third question which is so common that people don't realize how important this is to people is everyone thinks their situation is unique.

Brian: Not my business.

Jack: Exactly.

Brian: Cover here all the time. If our day could use to rip on that a bunch. Whatever comes, a lot work for my business. My business is special.

Jack: That's exactly it. We hear that a lot but one thing that we realized over our years of helping coaches and speakers and consultants is they all face that with their prospects. Everyone has prospects that feels, my situation is unique.

Brian: Right.

Jack: Will this work for me? Like I say, if you don't acknowledge, they're going to come to their own conclusion and that conclusion is, you know what, this probably won't work for me because I'm different, right?

Brian: Right.

Jack: And then fourth and this one, I have to say is probably the most neglected or just completely ignored. What is my risk to find out more because that's what a lead is. A lead is getting someone to actually pick up the phone, fill out a form, to give you the opportunity to engage with them further.

Brian: Right.

Jack: That is a lead. Too many people try to use their websites to sell their product or service, right?

Brian: Right.

Jack: They try to use it to sell their coaching. Especially in the cosmetic surgery or really high end high priced stuff that's not only high priced but also has some significant physical risk, health risk that their websites try to give enough information for them to make the decision to hit a buy button.

Brian: Yeah. That goes back to the basic market type stuff like when you send an e-mail to your list, you're not trying to sell the product, you're trying to sell them to click the link in your e-mail and the headline is supposed to sell them on opening up the e-mail. Then you click on the link and get the pages not to give an e-mail address. The page is where you actually start selling the part or whatever, this little step.

Jack: That's exactly it. The whole reason is to sell them on giving you the opportunity to sell them.

Brian: Right.

Jack: What is my risk to look in to this further is something that people just haphazardly to their site. You see people that just put a form on their without any reason to fill this form. We've seen things as settle as the difference between get a free quote versus get a price list. People want to feel like, what is my obligation? It goes back to that long reciprocity. What is my obligation? What is the risk in finding

out more? Is picking up the phone can obligate me to sign something.

Brian: Right. The first person to call is not going to let me off the phone before I buy something that beat me over the head.

Jack: That's it. The consultation, free consultation.

Brian: That's a scary proposition sometimes.

Jack: Requiring and to put in some work specifically for me, so I'm going to be obligated in consultation. We've seen that just the difference between the word consultation and evaluation can have a different one.

Brian: Right. I like that.

Jack: Usually if you just going to go boiler plate, get three no obligation instant access, right? Free no obligation really hammers and yes, you're being redundant and you may feel that you're being way too obvious but that's what they want. That I don't have any risk to pick up the phone and find out more because many of you realize that once you get them on the phone, once they actually made contact with your business, then the percentage to sky high compared to them just making a decision based on what you have on your website that they're going to become a customer or a client.

Brian: An easy one to do is your free recorded message. They can hear you're listing what you can have and what your services are and at the end they can press the button and be connected right through you.

Jack: Yes. Those are the four. Do they understand my problem? Are they qualified to solve my problem? I think my situation is unique, this may not work for me and what is my risk to find out more? Now, this is very important that you understand the difference between answering these questions and addressing these questions. Let's go through some examples real quick to how you can do this because many people try to go overboard and they try to answer these questions. I often use real estate because we have a lot of

folks that we do real estate, that send and ask us questions about this.

Brian: Mm-hmm.

Jack: Let's think about like a mortgage company. A mortgage company obviously has different types of loan. They have different micro specializations within their company. They might have first time home buyer loans. They might have refinance loans. They might have VA loans, jumbo loans and all different types of loans that they have.

Brian: Mm-hmm.

Jack: They can micro specialize. Rather than having your website or your message, try to talk to all of those which are going to delude. Clearly, if you have different landing pages or videos speaking to each one of those specialties.

Brian: Mm-hmm.

Jack: You're going to go way further to talking to and speaking to that person about their particular pain and their particular problem. Let's go through these questions and how you can address them. The first one, do you understand my problem? If you have a mortgage company that's dealing with first time home buyer loans, this is as simple as it gets. Let's assume that you're doing a video, you're creating a video script. Hi. I'm Jack Mize, president of Acne Mortgage. If you're thinking about buying your first home, you probably have a lot of questions.

How much can I afford? What kind of down payment do I need? What kind of credit do they look for? How long do I need to have been at my job? Now, why don't you just deal with that simple statement? You showed them that you had a crystal ball that you didn't answer a single one of those questions but what did they leave feeling like when you say that.

Brian: You understand what the problems that they're facing, what questions they have.

Jack: Maybe they do understand my problem. If you try to answer those questions and here's where the difference is. Try to sell your service versus getting with the lead. If you try to answer those questions, they may determine, I don't have enough credit, I don't have enough down payment because you're not going to be able to answer all those. Address them, let them call you to get the answers.

Brian: Right.

Jack: Right? The next one, how do I know if they're qualified? Are they qualified to solve my problem and this can be simple. Put away the resume, put away the certificates, put away the licensures. A simple statement of at Acne Mortgage, we've helped hundreds of Dallas families to get the right financing for their first home. What did you just do there?

Brian: You just call them out and say that we've helped people just like you hundreds of times.

Jack: And you have addressed are they qualified. You didn't have to go to the whole list and give them every single detail but you have addressed that and left them thinking, maybe they are qualified to solve my problem.

Brian: Right. I bet on this for people, I mean many times that they must be, know what they're doing.

Jack: Exactly. Then you also have my situation is unique, will this work for me? That can be done as simple as addressing and we're confident we can help you. Even if you think home ownership is out of your reach. Give us a call, you may be surprised. You haven't addressed anything and you can even go if you do have to help people with bad credit or something. You can acknowledge that but all you're doing is acknowledging that you've helped people in many different situations.

Brian: Right.

Jack: You may be surprised. You're letting yourself, don't excuse yourself from this without checking with us first.

Brian: I'm sure.

Jack: You acknowledge that third issue then number four, the one that so many people neglect. How many times have you seen people, one, you've got to get a magnifying glass or you got to be Magellan just to find their phone number. I shouldn't say that people can't call us. Really, but how they contact you, right? How can people contact you to find out more? You see people with that opt in page, the submit form with absolutely no reason. Here, enter your information here. Why? Why am I entering my information here?

Brian: Right.

Jack: What is it that or there's always the great newsletter.

Brian: Before you send me lots of spam messages, just market to me.

Jack: When people are looking for a savior, they don't want a newsletter.

Brian: Right.

Jack: They want information. Also remove the risk of finding out more. You have people that are fearful that, what is this going to obligate me to, what am I going to be hooked into if I call them or if I fill this out?

Brian: Right.

Jack: That's where you can use that simple to get a fast free no obligation review or evaluation call or fill out the simple home buyer's help form to see how Acne Mortgage can help you realize the dream of home ownership today. What you've just done, we've reduced down what most people would turn into a 30 minute video or a full website.

Brian: Mm-hmm.

Jack: To still that down into having the crystal ball and positioning yourself as an educator and an advocate for their success without overloading them with information. Because what they've just seen on your content is something that they will not see from any of the competition that you're using. I don't care what industry you're in.

You can cosmetic surgery. You can be accounting, finance, fitness, coach, take a look at your stuff. How much it was about you and your resume and your credentials versus speaking specifically to a type of problem. I want to bring up our good old buddy Richard Simmons to get here. I was up late the other night and I saw he has a new commercial out.

Brian: God bless him.

Jack: I'm thinking. Look at this man that it looks like he needs help getting up off the couch.

Brian: I know.

Jack: Has his new 90 days system for getting you into shape.

Brian: Yeah.

Jack: Why? Consider who is he speaking to. Is he speaking to everyone? Is he going to have the same audience as the P90X guy?

Brian: I don't think so, I taught one of Tony Horton I think it five different tough demographics. That rich system is going out for the people that just can barely get out of bed at that point or just that stage is finally just ready this is and done with living with somebody this is difference.

Jack: Yeah. He's not talking to the people that would be intrigued with insanity.

Brian: The people at his audience are not looking to get better abs or looking to just be able to walk around and wear typical clothes.

Jack: Exactly but when he's speaking on this in commercial, is he running down this resume? Is he going step by step to every little piece of thing that's in his 90 day system? If you watch and pay attention to most powerful messages whether it's in commercials, whether ads on the radio, whether it's ads on print, whether it's ads online you're going to see that people address these four questions. Because now you are letting them know that you do have the crystal ball. The very least you're going on their list and the whole purpose of

positioning yourself with authority is to create that tipping point to make them pick you. Doing something as purposely and like I said, you can even do this half hardily. You can even do it poorly.

Brian: Mm-hmm.

Jack: You're going to come away with a much stronger message, a much stronger connection with your prospects then if you go the route of trying to speak to everyone. You go and you try to cast that wide net, we always talk about the realtors. I'm the people's realtor. That's what I'm looking for. I'm looking for the people's realtor and it may mean you need to go a little step further and create a different message for the different individuals you can help. One of the things that we talk to our clients about is tell me the three most profitable types of customers you have, clients you have and what's your most passion around helping.

Once they think about that, all of the sudden, they get this clarity on speaking to that person. How many times, I really love speaking to clients in person when we get to meet them in advance.

Brian: Mm-hmm.

Jack: When we go through these moments but I also really like it when we do our client calls. When we're on Skype, I often have people that want to do like video calls for the positioning sometimes and sometimes I'm not prepared with my hair is a mess and ...

Brian: Yeah.

Jack: To see their faces of that clarity that washes over them, now I understand my positioning because we have so many people that are so afraid. They're frightened about having to call themselves the expert and once they realize that I never have to call myself the expert if I just do this.

Brian: I'm so aware of that. Great to see that they call themselves the expert and there's one that I got on Facebook, he just calls himself an elite player all the time. You're just not, if you say that you're an elite player, you just are not.

Jack: You're out of it not for business and out for glory or out for ego. One of the things that I found is the in congruency. Sometimes these messages, I was at an one event and there happen to be another event in the hotel that I was at and there was a big old banner outside the event where they're registering people. The event was on how to become a highly paid expert for whatever you do. I thought wow, this is interesting, this is what I do. I always love to see people take on it and I went and asked. I said, so this event here, I'm at this other event but I may be interested in stopping by. What do I need to register for this and I want to pay to see some of these, what people are doing and see if I can pick up some tips.

They said \$79. I said, "You're holding an event on how to become a highly paid expert for \$79, something doesn't add up here."

Brian: Right.

Jack: There's something a little bit incongruent and that's where authority comes with a price and it's not from a higher price. I feel much better about paying someone more money because even if it makes no sense logically but the fact that I feel that they do have that crystal ball and they one, understand my problem. Two, they're qualified to solve my problem.

Brian: Mm-hmm.

Jack: Three, they make me feel that my problem isn't unique. Think about how many times you've gone to a doctor with a little ... It feels kind of a little crick here or I got this little mole here, I'm not sure what it is. How relieved are you when say, "Oh no, I see, yeah, no that's common. You see that all the time." It's like, okay, you seen a lot of different. Also when there's no obligation that I know that I can get more information to make a decision without being hooked to anything when you go by a car. How many times do you not want to go by a car because you know that if I go out to buy a car or I go out to look at cars that means I'm going to buy a car.

Brian: Right, that's why I hate.

Jack: It's just that's where people get that fear. If you just go to the exercise and apply these four questions to your business regardless of what

it is. One, just going through these questions is going to provide so much clarity into who your prospects are and you may realize, "Wow I'm seeing a lot to know one right now."

Brian: Mm-hmm.

Jack: You take the time to develop that crystal ball and you see that it's about taking things away. I don't know how many times I work for clients that develop video scripts off of these four questions. Of course there's exceptions you can add and take away but even if you just use this, you have a purpose rather than hit and record and saying we've been in business for 30 years and we have everything and we know everything and we are the best.

Brian: Coaching consultant all listeners in that feel they ... You're first sentence goes on your mind is Brian Horn, I've been in a marketing for this long and I've made this many millions of dollars for my client and that's why you should listen to me. Skips over all of that and that's what people in the market you're coaching world, those are the kinds of videos you know you've seen before. You probably have those videos. You just go instantly talking about yourself and why people should listen to you instead of answering these questions.

Jack: That's it. Think about it and you're going to get to where, if you know about your business, you can answer these very, very quickly. We're looking authority. Are you interested in becoming authority in your industry? You probably have a lot of questions. What qualifies me as an expert? I don't necessarily no more than a lot of my competitors do or two, I haven't been in business, does that matter and by addressing those common questions. Because I bet each and every one of you knows those three common questions that your prospects always have or their concerns.

Brian: Mm-hmm.

Jack: How much is it going to cost? How long is it going to take or if it's help, really what are my risk? Weight lost. One are three questions that they always have. How quickly can I lose weight?

Brian: What do I get to eat?

Jack: What do I get to eat?

Brian: How much I have to work out?

Jack: Exactly. You get into a law for personal injury. What is that, what is my case worth? Do I really have a case? How do you get paid? Those questions. Everyone knows the questions. You can easily put these to use. I think it's time.

Brian: I think I hear it.

Jack: The authority hack.

Authority Hack

Jack: All right, so today's authority hack actually goes hand in hand.

Brian: Like we talked about today, we try to do that. We did this first and now I kind of go, let's make this authority hacks high end to the topic.

Jack: Serendipity.

Brian: Sometimes we don't complain.

Jack: That's a complete word. Is it?

Brian: Yeah. I think it's an old movie with that name.

Jack: Is it? Is it a book? Serendipity, a song? Name of a band? I don't know.

Brian: It could be all of the above.

Jack: We're going to talk about something that ... it's weird, there's very few people outside of the marketing world even know about or acknowledge.

Brian: Yeah. With did this thing and we're talking about a whole different way.

Jack: That's right. Retargeting.

Brian: Great thing. I've used it myself, on my website and offers and for those of you who don't know, retargeting is you go to companies, we have some like Google Ad, AdWords is one, you do have AdRoll, Perfect Audience, there's ReTargeter, quite a few named base our services that will let you put a pixel on your sites, so when people hit it, it registers at their browser that you've been to their site. As they look at other websites all of across the internet they can see ads of yours. They know you've been in and will follow you around.

Jack: That's it, yeah that's exactly it, suppose step back. If you're not seeing what we're talking about, how many times have you gone to visit a website or you've seen a ad and you feel that ads are following you around the internet, right?

Brian: If you all look at a book on Amazon all of a sudden it's there everywhere you go.

Jack: You know what the average consumer thinks about that? Serendipity, wow what a coincidence.

Brian: Yeah, I need to go back and look at that.

Jack: When you think about that we'll use the mortgage broker that we talked about earlier. If someone goes and looks at your site for a first time home buyer loan and they leave for whatever reason, maybe they weren't convinced or they like your ... You answer those four questions but they're going to look somewhere else and they happen to go on the local abc site, you're local news site, or they're hopping around the internet. All of a sudden they see your smiling face again that says, number one, first time home buyer mortgage officer. Well what are they going to think? Wow, what a coincidence. I was just looking at this guy's site and here he is.

Brian: I'm CNN.

Jack: He is clearly a person of consequence. You've created that tipping point. Often times when people use retarget they think it's all about getting people to click through and buy.

Brian: The traffic on those, I'll tell you right now the traffic most suck. I've seen really good feel of one in there and the under your half a percent click. They're really low click for us but highly targeted, so if you'll do a click through usually our buyers, you are also getting the branding with having your face there. You want to have your face on that.

Jack: Top of mind.

Brian: Right.

Jack: Top of mind, if they've looked at you once and they see you following around, one example is that I've always thought and we have not had a psychic client. That's one thing we just don't have, a psychic client. We have not and think about it, if you visit a psychic page and then you start moving around the internet and all of a sudden you saw a banner with that psychic on it with a copy that said, "Ah we meet again." Coincidence?

Brian: Yeah.

Jack: Maybe not. Well how powerful would that be to the person that has no idea what retargeting is.

Brian: Get a craft out of them.

Jack: You would.

Brian: Run the other way.

Jack: It would, so that's really where the power of retargeting. You talk about AdWords, you can do this with AdWords, right? If any of you have done paper click with and you think AdWords is just about getting those ads in the side of Google, it's not. They also have the ability to do some retargeting for you. Talk about AdRoll, talk about Perfect Audience and some of this focus on search, some are focused on Facebook, so those way deeper than we can go into but it is something that to think about. Not just about click through because sometimes you only play for click through and you pay for the amount of impressions. You get very, very low amount, very inexpensive for the impressions.

Because don't feel the values only when someone clicks through, you have to also consider the value is when people see you over and over that reinforces that authority of what they just saw on your site. Now they see that reinforcement not on your site but on other sites.

Brian: Right that sort of wasn't work for you just mentioned Facebook. I remember they can be in the newsfeed ads or you can go visit a ... Like I did one for us, get my wife some jewelry for Christmas at David Yurman. Get me some stuff there and like literally within two or three hours we buy that, there was a David Yurman ad and then my newsfeed that said, "You bought stuff for her, what do you want for yourself?" Was the ad for men's jewelry. I said, "My god that is brilliant."

I mean that was selling stuff but this could be an easy, the same thing with just your authority or somebody hits your site and go to the Facebook later in the day. They see a promotive post you've done that has 300 likes and some shares and has your picture their showing to enough, yeah acts where you're putting for industry and you have a link to a free video with more content. Dude, you just moved off a notch.

Jack: Exactly, so if you want to find out more about how to claim your authority and really, really make a dramatic difference in having people pick you. Go to authorityalchemy.com, hit the claim My Authority button. Find out there may just be a way that we can help you out. That is inside the mind of your customers and prospects and I'm sure we'll go deeper into this as we get feedback because there's so much around building your compelling message around this principle. I can tell you first hand it's made dramatic differences in conversion rates for our clients. Put it to use, think about how to answer those four questions and I'm sure that you will get a clarity that you may not have considered before. Brian, take the last word.

Brian: The world tour that my son Jackson would have a very limited life, not be able to do things like a normal child. The label that he was given was a Down syndrome child but we rejected that label and shows a different one for him. Extra chromosome having bad ass is going to shock the world. He's living up to that label. He may not be at the same level as other kids his age on some things but he

excels in others. Another example, David the youngest son of Jesse was sent to the battle lines by his father to bring back news to his brothers. David was probably just a young teenager at that time. Long as there David heard Goliath shouting his daily defiance and saw the great fear stir within the men of Israel, so David volunteered to fight Goliath.

King Saul told him that he was just a little shepherd boy and cannot defeat Goliath but he did defeat him. He was a giant slayer the whole time and not just a little shepherd, he rejected that label. The business lesson, if a Down syndrome child and a little shepherd can reject those labels and both become giant slayers we all can. You're ready right now to say the "I can't do it because" label, it's never to the next level right now. Not tomorrow, not next week, not later than a year but right now. It's all mind set, see you next week.

RESOURCES

Google AdWords: <http://adwords.google.com>