



Wishes... or Goals?

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: Welcome once again to Authority Alchemy, you know what? This is January at the time that we're recording this and I can't even think about how many Facebook posts, emails, everything is about what? What your New Year's resolution is, what your goals, what I'm going to do differently this year.

Brian: This year is going to rock, I'm going to have the best year ever, I'm going to lose weight and people are posting pictures of themselves at the gym and eating food that's not complete crap at least right now, that'll certainly change here in the next couple weeks probably.

Jack: It is and I'm going to tell you right now, I am not a pessimist. I think being a pessimist is a toxic thing but there's a difference I think between a pessimist and a realist, right?

Brian: Absolutely.

Jack: To me, what I love is when you see New Year's Eve parties; did you go to a New Years Eve party this year?

Brian: I did not. I had one at my house with the kids.

Jack: No, big old time, I get up at five o'clock in the morning every day almost without alarm now so I am a ...

Brian: Man, where's your paper route at?

Jack: I'm out by ten o'clock usually. I was laying on the couch prying my eyes open trying to make it till midnight so I'm not that old guy that goes to bed before New Year's.

Brian: I hate to say it. I was that old guy that woke up cranky because the fireworks were going off.

Jack: I make the exception but what always got me on New Year's ... you remember the New Years parties remember when you were younger you'd be drinking and everybody and then when it got to midnight everybody just exploded in not only excitement but pride. I'm thinking, do you feel that you had something to do with this changing of years occurring?

Brian: Were you this excited last night? What's the big difference?

Jack: What was your contribution to this happening? Why are you so proud that here we did it? You did what? You stayed awake? You stayed alive?

Brian: Made it one more year.

Jack: It is and so everybody talks at the end of the year about have you met your goals? What's the things that you can do to meet your goals and really I think most people like what were my goals? That's generally what ... let me go back and see that then the new years are ... this year this is going to be different. It's going to be different this year, I'm going to make things happen. I'm not going to let things happen, I'm going to make things happen.

Brian: Finally going to do it.

Jack: That's it, that's the attitude to have and how many ... and I listen to a lot of podcasts, I really love motivational books and things like that and everybody, the thing you had to do is what? Gotta write down your goals. Now only write them down but a lot of people say you have to post them out there to make that commitment. Let everybody see what it is because it's going to make you feel like you got it to go through with them because you've got the world watching. Make the public declaration.

Brian: That's right.

Jack: Absolutely because you know surly you made your list of all those people that make their public declarations, you've been keeping up with them right?

Brian: I'm absolutely going to track it. We're watching you.

Jack: Yeah, we've got our eyes on ... It's so funny because you can tell people's level of commitment on these things. Obviously I can't tell the business stuff as much but with the fitness stuff it was so funny because I go to the gym every morning about five and New Year's was on a Thursday so Thursday and Friday after that no difference. No new people came, so I said okay people are probably just saying it's ... I'm going to start next Monday.

Give a couple more days; this is midweek, no need to do it right now I'll do it on Monday. That's when we had this big cold snap across the country, it was Houston cold, it was in the 20's and 30's. Very cold, nobody was there, it was completely empty and then toward the end of the week it started warming up, still nobody was there. Then finally, the following Monday boom we had that first big crowd of New Year's people that were showing up and you can tell these people had not worked out ...

Brian: At all, their brand new shorts ...

Jack: Yeah had all the new clothes that their wife got them for Christmas and looked like they hadn't done anything in a long time. I get there and they're watching TV just kind of stand in front of the TV or do ... don't have any clue how to actually use the equipment there.

Brian: They're just in the scoping out phase. Let me see what they've got here. I don't want to bulk up too much.

Jack: I'm just trying to tone. I'm using the five pound weights, I don't want to bulk up. One of the things that we often get with the clients we talk to are to find out what their goals are. One of the things that I think people think of as goals are things like what do we hear most often in this industry? My goal is to earn \$10,000, \$50,000, \$100,000 this month or my goal is to get four new clients this month, 10 new clients this month, 20 new clients this month.

Brian: Or even like I'm going to create this product, I'm going to finally make my great product.

Jack: Right yeah, have a product come out. I'm going to launch. If we could find another word for launch but they're going to launch their next product and the difference here ... what I really wanted to think about is I'm going to make \$10,000 this month, I'm going to get to new clients this month. I'm going to launch a product this month. Those are really wishes or hopes. I hope I can make \$10,000 this month. I hope I can get 10 new clients. I hope I can launch my product this month.

The reason is because you don't have full control over the outcome of that and it's a great aspiration to have and certainly something you want to work towards and identify, that's the prize. To call that a goal as the something that you had 100% opportunity to complete, to mark off as success that's where people fail; that's where people come up short and say I didn't meet my goals. I failed. They're not actual, you need to have when you do goals, you can certainly have that as a long term goal or for the name of your project that you're wanting to ...

Brian: The outcome that you want.

Jack: Right, but you've got to have actually goals. Here's the difference to me between wishes which those are and goals which are actionable like you just said. Instead of going through that list it should be this month I'm going to release two press releases. This month I'm going to write one story for CNN. This month I'm going to write one Kindle book or I'm going to get a chapter. I'm going to get into that best seller book compilation. I'm going to put out 10 authority posts on Facebook. I'm going to make one video that positions me as an educator and advocate.

Each one of those things you have 100% control over completing and when those are on your list as your goals, you get to check those off when you've completed them. You succeed at those goals. If your list is I'm going to make \$10,000 this month or I'm going to get 10 new clients this month that's a tough one to check off.

Brian: Yeah, you're just going to stare at that and not do anything with it. I am the type of person that my nature would be one that

would do that. I have to force myself to use checklists and it makes a huge difference and you get off, check off little things. It's wonderful having things to check off so I got to the point where I was ... everything I put on there is a very, very actual goal that it doesn't take a lot to get done. It's not even like writing a chapter of a book. It's where I'm going to come up with the title for my chapter, the subject for my chapter. Then after that gets done I'm going to write an outline for it.

Jack: You get to check it off, I met my goal and that's such a critical piece. If you used an analogy of working out. Someone may say I'm going to lose 10 pounds this month or I'm going to put on two pounds of muscle this month as their goal. That's not a goal, that's a wish.

Brian: That's a desired result from your ...

Jack: It is but if you make your goal, I'm going to hit the gym three times and do X, Y, Z sets then what happens is if you make your goals the processes and the actions that are necessary to make those outcomes, those wishes ... that's necessary for those wishes to happen then something very magical happens and all of a sudden your wishes start to become true.

Brian: You can even break stuff like that down for like with the ... this will apply to business also we just are on the fitness thing. Instead of it being I'm not going to eat any carbs today, you would have several ones where you go I'm not going to have whatever you normally have for breakfast. If you normally had a hankering to put sugar in your coffee or have a sugary energy drink you would say I'm not going to have any sugar before noon today. That's your morning goal then you have another one ... so you get to check that off when you do it.

The other one I'm not going to have any X between noon and four o'clock today. Then the last one, I'm not going to have anything this evening. We have very, very actual things because it's much more easy to complete a short term goal like that then even a day long goal, I'm going to eat good today, I'm not going to eat this stuff. You break that down to very specific things and

just as a mental thing keeps you focused on. This can apply to business also. Just to get that down to a really granular level. Let's say when this applies to authority, someone says I want to claim my authority.

I want to build authority so one of the things that we do that I think a lot of clients don't expect is when we have that first call with them. We go through some exercises that really shakes them up and kind of gets them clear and makes them think very hard and answer questions that maybe they didn't have the answer to. When they say I want authority then the next thing is okay, authority isn't a goal. That's your wish. I wish I could be positioned as an authority. Let's make your goals the processes, the actions that are required to make that wish come true and then you can start checking stuff off that check list very, very easily. That's the difference between succeeding and failing. If you say I'm going to put out two press releases this month.

Let's say you put out the first press release and it didn't get any traction or something that you didn't think that it was going to happen. The thing is if you said I'm going to get five new clients this month and that didn't happen because you put out this one press release you're going to say I failed. If you make your goal I'm going to put out a press release and that's your goal then you can check that off. It's a success. It's over. You have succeeded, check it off your list the second that you put that out because what happens is that process starts going to work for you. We've had people that have done that and then six weeks, eight weeks later, two months later all of a sudden the phone rings with a speaking opportunity, a radio show because of what they saw or because of something that they did.

The thing is they would have thought they failed because they didn't get that immediately but the fact is they succeeded in doing that action and the wish came true even though it might have been six weeks later to do that. Let's say the goal or what most people's goal they think their goal is, my goal is authority and I want to be able to have higher prices and raise my fees, get better quality customers through authority, that's my goal. Let's redefine that as that's my wish, what are some of the goals, the

action that they can put on their list to make that wish come true? People know we've given so much information ... let's start with CNN.

Jack: CNN?

Brian: Anybody that hasn't gone in and started being a CNN contributor, that's one thing that you have full control over doing.

Jack: Right, do a weekly spot there on CNN, very easy to do and that's something that like anything on the internet it's there forever. It's always there and you reference that in some social media posts and on your blog or if you have a video site, whatever you do just reference people back to that and you'll drive traffic to that constantly forever.

Brian: Yeah, that's a action and people benefit. We've had people that have gone on and have been on the actual CNN TV show because they took the time to write a CNN post like we showed them in episode blah, blah, blah.

Jack: I was in ... what was it? I forgot the exact name of the magazine but I had a feature article in I think it was Black Entrepreneur Magazine because of my post on CNN.

Brian: Oh that's right! It's so odd how these things happen and it's not serendipity it's the fact that you set a goal to make a post and you can check that off. Writing a Kindle book, contributing to a Kindle book; you think about this past week how many bestselling authors did we create this past week? Was it 34?

Jack: Twenty-four.

Brian: Between 24 and 34 and so it's well over 20 bestselling authors. The feedback we got from these folks are that 60 days ago it was beyond their realm of thought that they would be able to publish a book.

Jack: Publish a book probably now that they've not only published it but they have that globally recognized title of bestselling author.

Brian: Right, so the goal of just being authority could have been dwindled but when the goal was okay, I'm going to do the things necessary to get this chapter done, to be part of this book, get this book published now investing an author and then to be able to let the world know I'm a bestselling author and to see the results of that you've had actual piece of content. You set an action, you've done it and you've succeeded in completing them. Authority Facebook posts, you talked about doing Facebook with authority. It's not about I'm going to build my likes, your goal might be ... people might say my goal is to get this many likes, this goal is to get this many followers on Facebook, that's the wish. What's the real goal? What should the goal be?

Jack: Right, to do the action, to put it out there. To have a well crafted post or to get an image ready and even bring it down to those steps instead of even just being I'm going to put out a Facebook post but the day before say I'm going to write what the post is going to be. The next one you would also have I'm going to find a compelling image. I'm going to put my branding on the image. I'm going to have that set and ready to go for Monday morning then Monday morning at 10 A.M. I'm going to post this one. Those are very, very actual things that I'm going to set aside the hour following when I post that to watch it and be able to respond to any comments that pop up and just very actually stuff.

Brian: Maybe that's why you never see people talking about that when they're setting their goals. Maybe it's not sexy enough. It's not sexy, instead of saying man, I'm going to lose 50 pounds by summer. I'm going to be king of the beach that's my goal. I guess it's not as fun when they say I'm going to get up every morning and be miserable and go and do sit ups and you know? It doesn't sound as good but that's the goal that's achievable whether you like it or not that's the one that you have full control over. You're simple decision on doing it or not doing it is going to be the determination on whether you succeed at that goal versus fail at that goal not how other people respond to what you've done. That really is what it comes down to.

As far as what we see some of our clients doing on a regular basis in creating, one of the things people don't think about, I

want to create a big email campaign. I want to create a big auto responder follow up series, that's my goal is to have people opt in and become raving fans maybe because of ... but they never sit down to write the first email of that follow up series. I want to get so many subscribers on my YouTube channel, I want people to follow me on YouTube. Well that's your wish the goal is you've got to make some videos. Where's the videos?

If your goal should be I'm going to make a video this week, what are the action steps that people need to make a video? It's not as hard as they think it is. Sadly, not sadly actually, it's pretty good a lot of people put a lot of effort into doing things unnecessary worry and stress, but what are the actions to create a video? You got to have a camera, a phone, an internet connection, a YouTube account and ...

Jack: You got to know how to hit record.

Brian: Yeah, and that's about it.

Jack: You've got to have something to talk about.

Brian: Yeah, it'd be best to have something to talk about.

Jack: That would be.

Brian: When you do that guess what? You just created a checklist didn't you? That right there if you go through and do that checklist you now have a video that you can put out on YouTube. You can create that first YouTube video, whatever if it's your second YouTube video, whatever it is you've now met your goal of creating a YouTube video. Your wish of generating subscribers and bringing in followers because of that has a far higher likelihood of coming true then if you just sat there and said well my goal is to get these subscribers and I'm going to get around to doing whatever is necessary to do that at some point or another.

Jack: It is important to have the long term goals or the end result wish goals to be things that are inspirational to achieve to give you

that drive to keep going. It's so important to have those checklist just so you can see success because if not let's say if you are, go back to the losing weight one. Let's say I'm going to lose 20 pounds in the next three months, if you didn't do any checkups, if you didn't weigh yourself between now and then, you didn't look at the scale, see how you're progressing or anything there's no way you would achieve it. You have to be able to jump in and at least do measurements and see how your body fat testing, whatever else you can see progression.

Brian: That's the thing, if your checklist is I'm going to go do three sets of curls and I'm going to do three sets of bench presses and I'm going to do three sets of this, this week then each day you go and do that then you've hit that benchmark of success, you check that off. Right next to it, it says, succeeded. You succeeded in that goal and all those little things, those processes are going to make that wish of what you thought was the goal come true. If your goal is just again, I'm going to get in shape, you're going to get in some kind of shape whatever that may be.

One of the biggest obstacles that you're seeing folks that are when they create goals to automatically set themselves up for failure right away when you hear that. We always hear the trigger points when we ask people what their goals are. Obviously the ones that we talked about X amount of money, 10 clients and then the next question that stumps them is how you going to do that?

Jack: Right.

Brian: You've got to ask yourself how you're going to do that. If your goal is to do something ask yourself how you're going to do that and that's where your checklist starts. What are the processes necessary to be able to do that? There's some people that have this goal that 2014 is going to be their rocking year, whatever boom.

Jack: That's about the extent of how detailed people got with it.

Brian: When you go and ask why is it going to be a rocking year? How are you going to make it a rocking year? Uh, it just is. I'm going to wish it so. I'm going to use the power of, what is it? It was a secret, the attraction.

Jack: There you go.

Brian: I'm going to use the law of attraction to sit here and wish myself richer, thinner, happier, better looking and ...

Jack: Is that all it takes?

Brian: What does Dr. Phil always say? How's that working for you?

Jack: It's not working for you so far.

Brian: Yeah that's it. I think what we need to do is get people to stop and think real quick, make a commitment. We're going to shut up for two seconds, three seconds and just tell yourself, I'm going to make a list ready go. Good you decided to make a list of the processes needed for your goal. If your goal is to make a YouTube video, make a video educational video do it. Go get the camera, decide what you're going to say, hit record, put it out. You're going to get out a press release, do an authority positioning, go do what it takes to get it out.

Jack: You want to talk about some tools they can use for this. The one that I like, I've bounced around a lot finding ways to make checklists that work good for me. There's one called Wunderlist, it's W-U-N-D-E-R list, it's an app I got on the Apples app store, whatever you call that. It's cool because it syncs up between my phone and the iPad and my laptop and my iMac at home so whenever I change anything on any of these it updates across all of them. A lot of times when I'm working out I'll have little things that'll pop in my head of ideas that I want to do and I'll be able just to plug it in there and then when I get back to my desk at home it's right there waiting for me. You check one off it knocks it off everywhere.

Brian: Yeah that's perfect.

Jack: I looked everywhere for one that synced between all devices and I tried several and this is the one I like. It's Wunderlist, W-U-N-D-E-R list.

Brian: All right, perfect you know with that the musics coming. I'm starting to shake, my leg is starting to patter, my toe is starting to tap, here it goes. All right the authority hack so this weeks authorities hack is one that is really simple. For those of you that are doing videos, YouTube videos, putting your videos on YouTube I congratulate you for going that step and getting it done. The one thing that we've noticed because we have some clients that take a lot of action to make videos and they get the videos up there on YouTube and then one they send people to YouTube to watch it. What's the problem with that?

Jack: They don't control the site at all, they can't grab leads, they can't ... a remarketing tracking can do nothing.

Brian: The distractions of oh, look at this, look at this. How many times have you gone to YouTube to watch one video and then two hours later.

Jack: Yeah, my kid ... he loves this little kids show called Veggie Tales and he's discovered that he can watch them on YouTube now and so his thing now he goes and tries to move me out of my seat in my office, sits in my chair, watches it then he'll after it's over they'll have this just the videos and he just points to the one he wants. I'm sitting there for hours just clicking on the next one. They're all like little three minute little songs that I could just hang myself after about 30 minutes and I know I'm not even half way done yet.

Brian: Well that's what makes YouTube so popular and so addictive and then there's folks that I've seen have gotten to the part where they actually know how to imbed that video into their website. They go to YouTube and grab the imbed code and put it on their website. One of the issues with that is YouTube still has a lot of those things where you pop up at the end of the video. What does it do? It shows you all these related videos that I guarantee you probably aren't your videos, they have any

number of distractions. Some people don't like the YouTube logo to be on there the whole time because they think it's a distraction or looks a little red or whatever.

I haven't really minded too much the YouTube logo. The thing is YouTube actually provides the ability for you to customize the behavior of the YouTube player but the thing is they don't actually publicize that. They don't make it easy for people to know that. They don't say, hey you're posting a YouTube video, you want to get rid of our logo? Hey you want to make the controls go away? Hey you want to hide the annotations that people put on? They don't say that but it's there, it's within their terms of service they just don't make it easy. What we have is a YouTube, I call it YouTube control wizard. Rather than having to be a code wizard to go in and know how to add all that code to your YouTube link we've actually provided that tool right here on our site.

You can go to authorityalchemy.com/youtubecontrol and you can use that wizard and essentially all you do is you're going to take the link that you see on YouTube, put it in this tool decide on your sizes and then you have options. Do you want the controls to go away when people start watching the video? Do you want to remove the included related videos? Do you want the video to automatically play when people land on the page? Do you want to completely disable the controls? Do you want to hide the YouTube logo? If you're putting the video on sites like you put it on a Facebook fan page or something you can enable the HGTPS on there to let that do that. All these things are available to YouTube. You've got to know their code and almost be a programmer to add that because it's not a default when you go to grab their imbed code.

If you just put your YouTube link in there, hit generate code it will create that customized player for you to imbed right there on your page. I can tell you this has been extremely popular for the folks that we had given access to, to be able to use that to really put a professional look to their YouTube videos and get rid of all the distractions and also keep them from having to put the YouTube videos ... send their clients or prospects to YouTube to watch the

videos but also to have that stuff on their website when they just use the default YouTube imbed code. If you again go to authorityalchemy.com/youtubebcontrol and give it a shot; it's really easy, there's a tutorial, it's free you can add it right into your website from there.

Jack: That is a great way to have all the features of some of the paid for video services that you can get for free now just by using YouTube which streams very, very fast. It works on mobile devices and just a couple clicks you can make it do all those fancy things that you think only the paid tools can do.

Brian: Yep and there's some wonderful paid tools out there and I'm sure we'll talk about those but if you want a quick and easy way to be able to control that behavior just check out the YouTube control wizard. That's the authority hack, Brian, I'm going to turn it over to you any last words on today? I can tell you right now if you're ready to take control, claim your authority and make that happen, if you want to have online media sites like ABC, CBS, NBC, FOX recommending you to your clients and prospects then if that's your goal well change that from your wish and make it a goal and do that things necessary to make that happen.

If you're ready to make that happen you can go to the Authority Alchemy site and just click the claim my authority button and we can make that happen within 48 hours generally. Check that out and we look forward to a word on anybody that's ready to make that their goal for this year. Brian you want to take over for the last words?

Jack: Yeah, today's lesson Jackson, Jackson could care less what anybody else thinks about him. Now while he's only three years old he will wear whatever he wants to wear, he will do whatever he wants to do no matter where it is he could care less. Most of us have a deep seated need to be accepted by others. That's the way we connect with those around us but we have to stay vigilant about not giving up our unique selves just to fit in. You need to stay true to what makes you different and those differences are what those around you will appreciate about you the most. Be

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proud about what makes you different because that tells people that you are your own unique person. See you next week.

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