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5 Keys To Develop Your Own Micro Specialization

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 to Authority Alchemy. This is Jack Mize.

Brian: And this is Brian Horn.

Jack: I don't care if those fancy people say our names. I've got to say it. It just doesn't ...

Brian: Well, they've got to know whose voice is whose or they'll be confused the whole time and not know who is Jack and who is Brian unless we tell them because neither one of us have a super cool voice like that guy and we're a little bit deeper than the woman.

Jack: It is, but even when we're some place live together, people have a hard time telling us apart.

Brian: We look so much alike. I've always wondered what that woman looks like, that reads that. That gives that voice at the beginning. I was just thinking about that, actually, when I was driving over here. What do those people look like?

Jack: Probably nothing like what we think they look like.

Brian: Absolutely not, because she has an amazing voice. She probably looks like the queen or something.

Jack: Well, there it is.

Brian: There you go.

Jack: You can't judge a voice by it's ... I don't know what the saying would be there. Now you know who it is. I'm Jack.

Brian: I'm Brian.

Jack: Hopefully you can tell us apart. All right, so this week we are going to actually delve back into, a little bit, the micro-specialization. Man, people really liked the micro-specialization episode that we did. We get a lot of questions about that, and we get people letting us know how they've applied that and really whittled it down to the core. That's one of the things that we do with our clients. One of the first things we do is try to whittle down to the micro-specialization to let them know it's not necessarily about adding stuff for your authority marketing, it's about taking things away. They get that clarity, oftentimes, and it really just helps them to find what that micro-specialization is.

That's what we're going to do today, is dig a little bit deeper and answer some of the questions the way that we answer them to the folks that reach out to us, and our clients, when they talk about micro-specialization.

First thing I want to do, though, is let folks know by popular demand, request, people always say, "When are you going to get this? Are you guys ever going to have this? Are you going to have any kind of training or workshops, or anything like that?" What we decided to do was make a little bit more of an insider's group. What better name to call our insiders than ...

Brian: Authority Insiders.

Jack: There it is, Authority Insiders. We have opened up the Authority Insiders charter membership right now at Authority Insiders dot com. We're just going to run through, really quick, some of the stuff that we have going on in there that, really, people are loving this stuff.

First of all we have the private Facebook group because people have asked us about creating a Facebook group, getting in there

and talking more about, so they can meet other people around the authority marketing. We have a lot of clients in a lot of different industries. One common thing is a lot of them are coaches for others in their industry. That's one of the things that a lot of people do. The chiropractors who are tired of cracking backs. The podiatrists that are tired of looking at toes. What better thing for them to do but to teach others that are in that industry how they got so successful.

That's what a lot of our clients are. We also have a lot of speakers. We have authors. We have ...

Brian: Small business owners.

Jack: Small business owners, coaches, consultants.

Brian: A lot of doctors.

Jack: Doctors that really want to apply authority. It's not just people that want to be on a reality TV show. We have people that reach out to us all the time say, "You know, I just want to be really well known in my local market. I want to be the person locally." You can apply authority at all different levels. We can't help it if you blow up bigger than you wanted to. You can apply this at all different levels. We've had people reach out, "How can I find out more about this?" That's exactly why we put together the Authority Insiders. The Facebook group is just the beginning of it.

What else? 1, we have some authority training that we've been doing and things we've put together around developing good micro-specializations. We've got a lot of your Facebook tricks that you use, authority Facebook. Step-by-step on becoming that CNN contributor. We have some cool Google stuff that you know how to do. Each month we're going to be doing live web workshops for folks, on a specific topic.

We already have The 30 Day Guru best seller. Those of you that want to know how to actually write your book and how to chunk it down and make it manageable. Full workshop is already in there. We're going to be adding to that each and every month. Live workshops.

Brian: How we write the Authority press release. That's just a killer thing. I did that one just the other day, and just put a step-by-step, exact formula how you can create those same things and just look amazing in your articles.

Jack: Here's the icing, the ones that people just went googly-eyed on. Not just how to write the press release. For our Insiders, we're actually giving them access to our private press release network. Each month we're going to let them submit a press release that they write about themselves to our press release network so they can get that information out to national media sites, including ABC, CBS, the network affiliates. This is kind of unprecedented. We have not done this before. For our Insiders, for our Authority Insiders, we're going to let you put one of those out each month that you write. As long as you do it with authority, the way that we show you, it's there for you to do it. You write it, we'll distribute it.

Brian: This is a big thing. Jack fought me on this a long time. I was hesitant to give up this much stuff at the price we're going to let this go for. I've never seen anything even close to this before. We really want to get out there and deliver as much as possible to you guys. There will be other things you're going to want us to do. We are just making this an amazing offer that you are not going to be able to say no to. It's incredible.

Jack: I have never seen anything like this before, specifically for people, the coaches, the authors, consultants, small business owners, that want to really position themselves with authority. They want to roll up their sleeves, get it done. Folks, this isn't a bunch of techie stuff.

This is all practical applications to get it done. If you want to become an Insider, try to remember, go to Authority Insiders dot com.

Authority Insiders dot com. Join today. I look forward to seeing you joining the group and the family as we go through and create a lot of Authority's best selling authors. Really let people apply what we've been talking about here on the Authority Alchemy podcast.

With that, let's move on with the 5 keys to developing your micro-specialization. Brian, you want to kick this off?

Brian: Absolutely. The first one we're going to talk about is something that ... I've been around for as long as ... [inaudible 00:06:53], I've been around for a good hunk of it, since the late 90's. This is something I resisted for a very long time. A lot of people resist it, even though the people you see that don't resist it are the ones you see succeeding the fastest. It's a hard one for a lot of people to grasp because it's usually expensive and it doesn't make sense. A lot of people can't wrap their head around it, but it's crucial.

That is get coached. Hire a coach. Again, it was a tough thing for me. I had worked with smaller level coaches in the past, very specific ones. Bought courses and stuff, but never really hired a mentor slash coach until this last year. It was a lot of money. It's more than I made in my first several years out working in the corporate world just to hire this person. It's pricey.

Jack: It is, but, oftentimes people say, "You know, if you think that's expensive, think how much it costs not to have a coach." You can see the value. A lot of people think, "Well, with a coach ..." You have coaches in your life, in all different aspects of your life. Some of you, your pastors are your coach in that one aspect of your life. You have coaches and mentors in a lot of different ways that you can probably think of throughout your life.

In business, when you work with someone that is working specifically on your goals with you, talking you through their goals ...

I know the coaching calls that we have with our clients are one-on-ones. The clarity that some of these folks leave with after 30 minutes even. It's unbelievable what they can turn around and accomplish within the next 2 weeks after they talk it through with someone that clearly understands what they're trying to accomplish. Coaches can get you through the short term, the long term. You don't want a coach that's just the yes man. "Oh, you're the greatest. You're the best."

Brian: You want a person that's honest. That's one of the keys to being a good coach, is just being able to be brutally, brutally honest. I've seen it in Mastermind calls that I've been on with my coach, where he absolutely just lays into people. Coming from a nice way, but will absolutely tell someone when they are screwing up and doing something completely, totally wrong. It's tough for people to hear sometimes.

Jack: It is. Whatever industry you're in, if you're in an industry, there's bound to be someone that is specific to your industry that's coaching. If you are someone that you have your talent down, you have the mechanics of what you do down, you need help with [inaudible 00:09:16] your authority and packaging that up and creating that super hero persona about that, we can certainly work with you on that aspect of it. Find what you need in the position that you want now.

If you need help with the actual industry that you do, the topics, the mechanics, there's coaches that do that. You need coaches on your marketing, there's coaches to do that. The fact is, you're going to get so much further by bringing in a coach regardless. I've spent a lot of money on stuff that it would be an incredible pill to swallow for folks, but the results that you get and the way that it drives you to make that happen after you do that is really, really powerful.

Brian: When you're hiring a coach this is another thing that you need to take into consideration, or you really need to do this when you're getting your coach, is to get one you can't afford. Don't go for one, like if you're making 100, \$200,000 a year, don't get one that's \$500 a month, or something that means no difference to you if you lose the money or not. You need to have one that's so much money it hurts. That's going to force you to make use of their knowledge, and force discipline to really follow through with what they're doing.

The one I'm in now, that's what the difference was. I had put so much money in there where I said, "If I don't make back my money multiple times over, spending this much, I'm just going to beat my head against the wall." If it had been \$1,000 a month, or something, I would've easily just blown it off possibly.

Jack: Oh yeah. I know when I've done that and come home, told my wife, that's the big one. Luckily, if you have a spouse that encourages you, and we'll talk about that, sometimes I felt like I've come home and I've been Jack that just traded the cow for the beans. I'm going to tell you what, you're going to make those beans work. I think anyone that has success ... You follow anyone with success, you're going to find a coach that has been right there with them.

Brian: Multiple coaches. A few weeks ago we had Garrett White in here. He has multiple, multiple, multiple coaches that he uses. He's stuck in my head because I saw he just hired another one. Myself, I've got one for sales. I've got one that I hired for physical stuff. I've hired a nutritionist before. I've used several, myself, just in the last year when I really started to realize the benefits of hiring coaches.

Jack: Like I said, the evidence speaks for itself. Look at any successful person, you're going to find the coach with them.

The next one I find really interesting because people think that this is something that people are just born with, or just have naturally. You call it refining your magic. What exactly is refining your magic?

Brian: That just means really focusing on getting better and better and better at your craft. Just to consistently improve your craft.

Jack: One of the things that I think, and it's going to tie into what we're going to talk about, when you refine your magic, I think you need to really highlight that word your magic. One of the biggest detriments that people have, it's not about being the best, it's about being better than you are today, and achieving the best you that you can achieve. One of the big downfalls people have is they compare their business, they compare their success to the highlight reels of others that might be in their industry. That's a recipe for disaster.

They think about, "Look at that guys money." Well, first of all, the easiest thing to do in the world is to count other people's money. "Look, he must making ... He must be doing that. He must be doing that." When you do that, all you're doing is, you're not building up that person, you're tearing down yourself. When you try to compare, the fact that you know every detail, and every up and down of your life and what you're doing, but when you're comparing that to just the highlight reels of what other people doing, that does absolutely no good.

Your goal is not to be better than that person. Your goal is to just to be better, and every day get better. When that's what you are achieving, to be better, you're going to accomplish it. It's going to do nothing but good.

What are some ways that people can refine that magic? Some of the actual tactical ...

Brian: One thing is going a lot faster. Remember, when I said refining your magic we're talking in reference to developing your micro-specialization. This is your specific thing. You're focused on making your micro-specialization better. This is why you're really not hiring a coach for your micro-specialization. You are going to be the one person. And more and more you're the one guy for it. Like I said,

one thing is to go a lot faster. What's going to happen when you do that, you're going to screw up, but in the process you'll also adapt and find new ways to improve.

Let's say you are wanting to make a new training for your people. Just set the camera up, just do it. Just crank out some content. Go really fast through it instead of whatever your normal routine is. If your normal routine is to do research and write out an outline then make Powerpoint slides, do a video lesson that way, do it completely different and just wing it. Just go.

Jack: You know what? I think we need to put a spotlight on that, and really underscore that. I don't want that to be missed. So many people, you know that's one of their biggest obstacles. Waiting for it to be just right, waiting for the perfection. You'll find that if you just do it, just do it, I should put that on a tee shirt, you're going to find that it's going to work. It goes back to the whole minimum effective dose. Do you want it to be great, or do you want it to be good enough to achieve the outcome that you're looking for? I think that whole go faster and find the mistakes, the quicker you find the mistakes ... Terry Wilkerson, she has this, "Fail often, fail fast." I know I'm misquoting her.

Brian: It's something like that. I've seen her post that before.

Jack: You'll often be surprised at what comes out of your failures. Think about how many great successes you had because you went through and you failed fast at something, but then serendipity brought an even bigger, better opportunity. I think of the Nyquil. Nyquil is one of those companies, the cold medicine.

Brian: Oh, that was a screw-up?

Jack: It was a cold medicine that they worked on, but you know what the big problem was?

Brian: It put people to sleep?

Jack: It put people to sleep. Right, so this is great. It works, it cleans them out, but man, it knocks you out. It puts you to sleep. What did they do? What I call, "Let's shoot the arrow and paint the bulls-eye around it afterwards." They turned it into the night time ...

Brian: Sniffing, sneezing, coughing, achy head, so you can rest ... I love Nyquil.

Jack: Yeah, but if they didn't go through with that, and failed at it, they would have missed out on a huge opportunity.

Brian: Post-it notes also. That was a screw-up also. The glue wouldn't stick. It sucks. This glue's no good. It doesn't stick. It just kind of hangs there but it doesn't really ...

Jack: Yeah, you can peel it right off.

Brian: Yeah, it's no good.

Jack: One of the things I know you're going to talk about is your comfort level. If you're used to being very meticulous, and waiting for everything to be just right, if you have a lot of projects, if you have a lot of things out there that are 90% completed, then try it. Go fast. Complete it. Get it out there and see what happens. Great book, Lean Startup. They talked about doing that. It doesn't have to be perfect. Get it out there. Prove it. That's one of the ways that you can go faster.

Does that necessarily mean that going slower is always bad?

Brian: No. Go slower is the next one we're going to talk about of ways to improve your skill set. Just to force yourself to completely slow down. You're going to end up with strategies that are possibly holding you back that way.

Jack: When you say that, because I know that some folks may think this conflicts, you just said go faster, now you're saying go slower ...

Brian: Swap it out. Try different things. See what works.

Jack: Think about what you normally do. Change up what you normally do. If you're normally rushing through things and forgetting things and missing things, and that's where the problem is, try slowing down, seeing how that works. If you normally spend all your time waiting for the perfect thing, speed up. What you want to do is go counter to what you normally do to create that friction in what you're normally doing. That's when you'll see things. You're going to find ways that you can improve. You'll also probably discover some things that you're doing that you probably shouldn't be doing.

Brian: Let's use the same example as before. If you're creating video content, if you usually just set a camera up and just go and just riff, go slow. Go back, decide on your topic. Do research. Find your supporting arguments from research texts or other industry authorities backing up what you say. Make some nice slides and charts to go with it. Just do something completely different. You may have some breakthroughs when you do that.

Jack: What's the old saying? How do you eat an elephant? One bite at a time. A lot of people look at the big picture of what the outcome is that they have to do and it overwhelms them. I know that's one of the big things that a lot of the clients, that I work with, that are writing their own books, their full books. They're like, "How am I going to do this? I just can't see. I get started but then I start looking at the end and it just looks like there's too much to it." They're trying to write a book.

What I do, and what I did in my workshop that we had in the Insiders best seller training, is I said, "Don't write a book. You're not writing a book. You're not writing the end all complete guide to anything. Here's what I want you to do. Think of what that book is.

Now, tell me what 3 of the most important chapters are going to be in that book."

"Oh, well that's easy. It's this, this and this."

"All right. Now take that chapter and that's going to be your first Kindle book."

They're like, "Oh, my."

That's how you break it up. You break it up like that. You're not writing a book. What I want you to do is write the chapter title. All right, now go and write this. When you break it up ...

Brian: Write the first paragraph. Explain the 3 supporting arguments for your first paragraph. Take a complex task, break it down into smaller parts. I think it was in our last episode, one of the last ones, it was the one before last, we talked about setting goals versus wishes. The same thing, we talked about a new year's resolution that's going to be to lose weight. That's a huge, complex, unmanageable task. If you break that down into smaller parts, you're going to have a lot greater success, and bigger breakthroughs.

Jack: Yeah, absolutely. Instead of making your goal write a book, say, "This week I'm going to write my first chapter. I'm going to write 2 pages." Then you've set a goal that you can complete, and then you mark it off success. Don't make the benchmark for success completing the book. Make the benchmark for success completing that chapter. Then you succeed. Now create a new goal of writing chapter 2. That's one of the big ones.

Brian: Number 3 is one that gets a lot of people arguing back and forth in our industry.

Jack: It is.

Brian: It's one where there's a lot of it's not just black and white, there's some gray area in there. That's all about removing ego.

Jack: People say, "How can you guys talk about removing ego? You guys sell to ego. You guys inflate the ego. Where overnight I'm quoted on all these sites. In 2 weeks and I'm a best selling author. Doesn't that do something to the ego?" Of course it does. You've got to want to back up. All we do is provide the kick start. Now you do it. The ego is very, very dangerous, if you think about it. The ego does not care if you're financially successful. All the ego cares about is that you appear to be financially successful.

Brian: Ego's all dependent on external environment to make you feel the way you want to feel. It has nothing to do with actually what you're doing yourself. When I was researching this I came across something really, for me, it was very fascinating. I'm sure it's on Facebook and got a lot of traction out of it, also a lot of people were talking about it. Arrogance, stubbornness, fear of judgement, and fear of failure all come from the same place. They're all ego related. All those things.

When you see somebody bragging about how much money they make, or how successful they are, or how many followers they have, that's coming from the exact same spot as somebody that's just absolutely terrified that they're going to fail. They're absolutely terrified what people are going to think of them. They all occur, just the specific person is very dependent on external environments to make them feel good.

Jack: That's why more money is spent on buying Spanks, and things to make you appear to be thinner than you are, than actually going and doing a sit-up. Right?

Brian: Absolutely.

Jack: Because your ego doesn't care if you're healthy or you're fit. Your ego just cares that other people think that you're healthy and you're fit. That you appear to be healthy and you're fit. That's where it can be dangerous. With authority you can't stop at just appearing to be credible. That's the big momentum that should drive you to make this happen. It's sort of like an exercise. Which is more powerful? If you said, "Man, if you work out really, really hard, you're going to end up looking like ... who's a really fit guy?"

Brian: Hugh Jackman.

Jack: Hugh Jackman. "You're going to look like Hugh Jackman." How many people fail to achieve that because it's something that they haven't obtained? What if you had a magic genie that gave you Hugh Jackman's body, and said, "Now, maintain it." Which one do you think would be easier to do? Oh, yeah. Here it is. It's that fear of loss. When you're doing Authority and you're becoming an Authority Alchemist and you're applying this stuff to you, be prepared to back it up.

What we want to do is give you that Hugh Jackman body because that gives you the incentive. "Now, I'm going to start being this person. I've got to start living the life that this authority demands rather than just ..." It does you no good to just look like an authority, you've got to walk the walk.

Brian: That's all about what we're saying. You don't have to tell people you're already more. You just sit back and, like Jack said, maintain it. This is the key to removing ego. To find a way that doesn't rely on the external environment.

I've got 3 things that I ... I talked to an actual psychologist about it and conversions that way there. These are the things that she gave me. 1 is to focus on what you have outside of your work and business. You just focus on the good things you have going on. You're going to feel better when you do that and you're going to

draw more good things your way. You're probably saying, "Well, I really don't have that much good going on right now. I just got out of a ... I'm going through a divorce and my business isn't where I want it to be. I've gained some weight so I'm not terribly happy."

Dude, you've got AC. For us right now it's the winter, so you've got heat. Where ever you are. In Texas, the poorest people in Texas have AC. They're rocking it compared to just about everybody else on the planet. You've got the AC. You've probably got cable TV. My god, you can go and watch Walking Dead here pretty soon. That's something to be ... I love that show. Football. Whatever else you like. You've got little things that, man, just are so awesome compared to what most people in the course of the history of the world have had.

Jack: So many people miss that. They don't think about that. One of the phrases that's not allowed in my house, with my kids, is that's not fair. Right? That's not fair. I say, "Well, you know what buddy? Life's not fair, and you better be thankful for that. If life was fair, you'd have a whole lot less stuff."

Brian: Well, if you make anything above like \$30,000 a year, you're actually in the 1% of people in the world. All the people that complain about the evil 1%, if you are flipping burgers at a McDonald's working a little overtime, you're actually in the 1%.

Jack: Yeah, that's why I absolutely hate, "Oh, that's not fair." You better be very, very thankful that it's not fair.

That's definitely one. Focus on those things. Focus on the things that you do have.

Brian: Lose the illusion of control. We base our identity on things that are constantly changing. Either business, or friends, our bodies. Everything is constantly in motion and completely out of our control. Just deal with it. You're not in control. You think you are. You see

people that are control freaks, I can be a control freak about certain things, just realize you have no control over it.

Jack: Don't be a person that surrenders and says, "Well, these are just the cards that life dealt me." Make decisions but realize it's not about the blows that you are dealt, it's how you react to those blows. It's not that you just lay back and let everything just go to pot if things don't go your way. Understand that you have no control over external happenings, but you do have control over how you react to those. Focus more on that, on your reactions to the things that you don't have control over, rather than trying to gain control of the things that you're never going to.

Brian: I have a good friend that was training for the marathon we have in Houston, a few weeks ago. Those people, when they train for those marathons, they train for half a year. About a week and a half before she was going to run in it she got bronchitis. Knocked her out, couldn't run. About a week after it was over, just recently, I saw that she was back out running again. She had to surrender to the ego that she was not going to be able to post pictures of herself completing the marathon, but reacted the right way, and as soon as she was healthy went right back out and started doing it again.

Jack: That actually gives you more control over yourself, when you're able to let yourself do that.

Brian: Sure. She also just realized there was nothing she could do about getting bronchitis. It was just one of those things, what's going to push you where you need to do to let that ego go.

All right, ready for number 4?

Jack: I am.

Brian: This one concept completely changed my life. This was the one thing several years ago when I learned about this, and I'll give you

the resource for this, that changed everything. That's when I went from doing okay to doing well. It's something called theater of the mind. It's a concept from the book Psycho-Cybernetics.

Jack: Awesome book.

Brian: That book changed me. When I read that book, that was the first book of that type that I read and everything changed for me once I read that and went through all of the audio book also.

Jack: Yeah, incredible book. I highly recommend anybody listening to that. Regardless of what you like to read, what you listen to. That's an extremely powerful book.

Brian: This is kind of like what they talk about in The Secret too. Visualization. Asking the universe, if you want to call it that, for things. Really just picturing things working. Theater of the mind is seeing things the way you want to. This is one of the examples they gave. This is one that nails this point home. There was a test they did where they had people do, I think it was kids in school, do free throw shots. Went in first day of school and had them do free throw shots. Had everybody do them. Then they broke up into 3 groups. One group, they gave them weeks and weeks of practice and coaching. They were practicing free throws. Another one, they did absolutely nothing with. The third group, they had them all just sit down with their eyes closed and picture themselves sinking free throws.

When they went back and tested them all again over a period of time, the guys that practiced it improved X amount. The guys who didn't do anything didn't improve. The guys that pictured it improved the exact same amount as the guys that practiced, and actually physically practiced. The guys that just pictured themselves doing it had the same success as the guys that practiced it.

Jack: I know a lot of people have their different thoughts about The Secret. I'm not a big fan of saying I just have to wish for stuff for it to happen.

Brian: No, not at all.

Jack: But if you use this technique in your life, when you're sitting by yourself and thinking, use this. There's even some really strong stories in there about people that were, I think, prisoners at war, that can live out a different life in their mind, and how different they were from other folks. The theater of the mind, I love that concept. You can sit and dwell and be miserable about things, or you can sit and make things better in your mind that will shift, just a little shift, that can change the way that your day goes that'll make you think about things differently that can make a huge difference.

Brian: The more you imagine your life, or your business, the way you want it to be, the quicker and faster it's actually going to get what you're imagining and make it reality. It absolutely works. It sounds like a, as they say in the mind, body, spirit world, it sounds a little woo woo, but it actually works. You're putting positive thoughts into your head. It makes subconscious ways to make that into reality. It absolutely works.

Jack: The next one's a big one that I think a lot of people don't take on.

Brian: This is a painful one sometimes. You've got to. Number 5 is you have to push your boundaries.

Jack: What is pushing your boundaries? Different people's boundaries are sometimes a little different. Pushing your boundaries is really about comfort. Right?

Brian: Right. Just want to make yourself uncomfortable. Whatever was uncomfortable yesterday becomes comfortable today. Whatever is tough for you. Let's say you are uncomfortable and scared to get up

and talk in front of a group of people. Makes you petrified nervous. Get up and do it. We've said in the past, get in some local groups, go up and start speaking. That's going to push your boundaries. You're going to do different things that make you severely uncomfortable. Once you go through it, you realize it's not a big deal, it becomes commonplace and you become comfortable with it. That's how you move on.

Jack: These don't have to be huge milestones in your life. This is just little things. Do something each day that you're uncomfortable with. I've had my kids do it and it's changed dramatically the way that they communicate with people. Think about your kid the first time that you made them go up to the counter at the restaurant and ask for something. You're not to do it for them. The first time you made them communicate. To them, sometimes, it's the end of the world. "I can't do that." Once you do, it makes a tremendous difference. Nobody goes on stage as a speaker the first time with no nerves.

Brian: Most people are nervous almost every time.

Jack: Yeah, every single time. It's about being able to do things that are uncomfortable that is a huge, huge factor in success. It's almost never as bad as you think it's going to be.

Brian: Right. It actually gets easier over time. You get accustomed to that state of anxiety where it actually can be a good thing called productive discomfort. It becomes normal to you and you're willing to push even further than you were before, and performance stays up. It's incredible. Running this back to your micro-specialization. You're not necessarily getting up and speaking in front of a crowd, but if you want to develop your knowledge further, that's when you are just very focused. You're just the ... What's a good micro-specialization? It's like you're the YouTube person for your local area.

It's down to maybe you're not comfortable with some specific aspect of filming. Maybe you've never done interviews with the people before, and so you say, "Well, that's where I'm going to push it a little further. I'm going to start doing on camera interviews with my clients."

That was some way you could take your micro-specialization and improve it and make it even better.

Jack: When you talk about that productive discomfort, some people find, and I even find myself sometimes, you get a little bit, I hate to use the word addicted, but almost addicted to that discomfort. Where you feel uncomfortable being comfortable. Sometimes I say relaxation makes me nervous. If you've ever been in a position where you've gone on vacation and you start getting nervous because, "Wait a minute, there's nothing prodding me or pushing me to do it."

If you can get to that point where you're good with pushing yourself to be uncomfortable, you're going to see some remarkable things happen.

Brian: Absolutely. I'm at the point now where for vacations I need a couple weeks even before I really go somewhere. I need something just to start pushing myself where I can actually relax. I don't relax well.

Jack: Here's one thing that you've got to think about for outside forces. I know we talked about this, that when you do different things, when you do things that are different than what you normally do, oftentimes it's not just you that notices your different routine. You may have others notice your different routine. Your change may make them uncomfortable.

Brian: Absolutely. In this whole process of you becoming an authority, people aren't going to like it. You're going to have people that are going to criticize you and they're not going to like that you are

changing and growing. Even if they don't know it, they're going to be resentful.

Jack: Yeah. One of the big things that you have to realize, which goes back to surrendering the control, is realize that you are not going to be able to control their discomfort in you growing. If you've ever done anything where you've shot past ... if you've ever been in school ... I know I was on the opposite side of that. I went to school with guys and played sports with them. Then, all of a sudden, they just excelled, for some reason, in that sport, and I saw them shoot past. Of course I was like, "Oh, who's he think he is? Look at him hanging with the big shots. Thinks he's Mr. ..."

That was my discomfort. There was absolutely no reason that he should throttle his success for me. Regardless it takes me a while to get over that, to understand it. Don't throttle your success to appease someone else's discomfort with your acceleration. It does happen. We have clients that come and talk about that. About how since I've done this, this, this, and this has happened. People think, "Oh, you're this overnight success." Even though I've put all this time into learning my craft. There's people that, all of a sudden, start having some resentment about that.

You can't let that bother you because you're just hurting yourself if you're worrying about their discomfort with your quick acceleration to success. Hey, I think I hear something that I don't get discomfort from.

Brian: Yeah, my toe's starting to tap. My little butt's starting to wiggle.

Jack: Finger's starting to snap.

Brian: It is.

Jack: It is the Authority hack.

Authority Hack

Jack: All right. What do we got for the Authority hack today? A lot of people are disgruntled about this change.

Brian: I don't know, you've seen people complaining about it?

Jack: You know, you see people complain about everything. It doesn't matter.

Brian: Especially the one we're going to talk about. Whenever they make any type of change ...

Jack: People don't like change.

Brian: It gets fricking headlines in newspapers. It's so funny.

Jack: It is. I remember Facebook. If Facebook changes anything, it's the end of social media. I remember the big change they made with the profile images and the banner.

Brian: The cover thing.

Jack: The cover image. They took the thing off the side. I worked with a lot of marketing consultants that help clients with their Facebook. They were up in arms thinking, "This ruins ... Why did it have to change? I just had it down." I'm thinking, "Are you kidding me? Facebook just did you the biggest favor in the world."

Brian: Now everybody's got to hire you again.

Jack: Now everybody's Facebook page is screwed up. Everybody's. What are you complaining about? Right?

Brian: Yeah. That person that paid you before and loved your work is coming back to you right now.

Jack: Hey, Facebook made a change. Facebook, with their ever evolving media, have these auto-play videos.

Brian: Right, you upload your video to Facebook. You'll see these on mobile. You'll see these on the desktop. It used to be you had to click play to watch it. Now it just starts playing. There's no audio, but you can see the video playing.

Jack: I see the logic in that, don't you?

Brian: Absolutely. Generally what you see is you see somebody with their head talking. You see their, "Bah, bah, bah, bah, bah," mouth moving and them walking around or pointing at the camera or sitting at a desk or whatever else they're doing. Blending up a green drink. Whatever else everybody's doing. There's no sound. Think back to what there was before sound in videos. What did they do? They had freaking words on these, back then, silent movies. They had words. Put words in your videos.

What's going to happen? People are going to be able to see your written message in a visual format. We've done this. I learned it from one other person, they do corporate consulting. I've seen nobody do this. It just is baffling me why nobody's doing this. It works really well.

Jack: Essentially, make the lead in to your video, make it specifically meant to get them to stop and watch your video. Rather than starting right in with the content. I've been wanting to do this. I'm looking for some plexiglass. I want to get the plexiglass out and start banging on it like I'm banging on the screen. "Hey, stop and listen to me."

There's so much creative things you can do with this.

Brian: You could do it that way. You could set up a white board and write a message on the white board and then erase it and write the next

one. Then play it back and fast forward. My son Jackson has a whole bunch of little letters he uses to put things out. We're teaching him words and stuff. Take those and put those out in messages. Just do it nice and where it makes sense. Then you can go back and you can play it forward in fast motion. It would be a really interesting visual element also.

Jack: Oh yeah. There's so many things you could do. If you're good with Powerpoint, Keynote, you can make things move around. Now the goal becomes catching attention. Make your first, what would you say, 5 seconds, 10 seconds, meant to make them stop and want to watch the video.

Brian: Right. Whatever your good headline is. What we did before was to capture people into our Kickstart thing. The first slide was instead of us talking, me or Jack, with our heads on there, it was just a very simple message. If we could get ABC, NBC and Fox to mention you to all your prospective clients, would you be interested? Something simple like that's going to grab people's attention. "Okay, let me actually see what these guys are doing. I'm going to actually press play and hear the whole thing."

Jack: That, now, becomes the new visual headline. The goal. Always, in copy writing, the headline is meant to get them to read the first sentence. Now, with the auto-plays and no sounds on Facebook, think about your first 5 seconds meant specifically to get them to stop and watch that video. I think you'll have a lot more effective engagement when you do that. That's your Authority hack. I really like that one because I don't see anyone taking advantage of what's going on with that. There are a lot of creative people out there that I think can do some really, really cool things with that.

Brian: Absolutely.

Jack: All right. I think we're about wrapping up this episode of Authority Alchemy. Hopefully you've taken notes. If you haven't, you can read

the post at Authority Alchemy dot com. You can also download the transcript of this episode. Again, look forward to seeing you taking control and claiming your authority becoming a member of Authority Insiders. To do that you can just go to Authority Insiders dot com and join today.

Brian, you got any last words?

Brian: I have no last words. Again, I'm really excited about this Authority Insiders. We've put some, what I think is really good, training into it. I have not seen anything like this for the price we're giving. I have never offered anything at \$99 ever. Everything I've offered has been, I think I had one thing at 500, everything else was in the thousands. This is something very different for me and I've put ... With both of us working on stuff, the content's just really good in there. I'm really proud of the stuff we put in there.

Hope we get to see everybody in there soon. We will see you next week. Bye.

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