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The Environment of the Authority

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: It is another episode of Authority Alchemy. Can I get away with not saying my name? Again, it's Jack. This is Jack.

Brian: Hey, this is Brian with an I.

Jack: Yeah.

Brian: Funny thing, I get my name misspelled like brain all the time. I get Brain Horn, happens all the time.

Jack: I've seen that. I've seen people put brain in their emails, in Facebook, where people are ... How does that brain?

Brian: All the time, whatever. I was typing in something in a browser. I think even ... Is it this morning or last? I was typing in brain. I typed in Brian. It wasn't working. I typed it in and went, "Oh, I did the exact opposite of what everybody else does to me."

Jack: I'm Jack with an A so hopefully that's easy although I frequently get people calling me Mike for whatever reason.

Brian: One thing Jack he actually spells it like Jacques with a Q-U-E. Jack's fans ... This is Jack Mize but he is Jacques.

Jack: Who does that?

Brian: You.

Jack: No.

Brian: No? Oh yeah. Jack is the one that actually has his ...

Jack: Maybe I should.

Brian: Jack is one of the guys when he was in junior high he wrote his full name on his fingers on his knuckles. He'd put his fist out there just say Jack Mize.

Jack: Hey, that's very convenient, isn't it?

Brian: Yeah, it's powerful. I was not happy when I had a ... First letter is five names. My last there was four so I couldn't do that when I was in seventh grade. That was tragic, man. I was trying to figure out some

way of doing it.

Jack: When I wanted to go into show business and use the name Hair Kiki Dudulormous, it wouldn't fit on the t-shirt ...

Brian: (Laughs).

Jack: ... it wouldn't fit on the t-shirt. We're almost turning into a regular Sigmund Freuds. The things that we get in private messages and emails about how people abuse a lot of this mindset stuff, this authority mindset, what's really remarkable is the people that get the mindset. Usually, people don't realize is the people that need the mindset stuff the most that don't want it.

Brian: Right.

Jack: They think, "How many times have you had people that have sent you the stories of just the heartache stories of what just happened? It almost seems it could be made into a country song."

Brian: Oh, absolutely.

Jack: My dog died. My house burnt down. My wife left me but if I could just get a minute of your time, I think everything could change, right?

Brian: That's right. I had one guy that once told me just how he had been trying in this particular business for quite a while and just had failure after failure after failure. He said, "I just need your help making it work." My advice was, "You need to get a job."

Jack: Yeah. Well, it's ...

Brian: Being an alchemist is just not for everybody. That's literally something I just really came into realization of yesterday when we were having a discussion sort of mastermind group of men. I just think everybody can just do it and just go out there and just be successful because I always happened to be good at being an entrepreneur but then you think of it like in sports ... You can bleep this too. I'm fucking terrible at sports. I'm awful. I'm just god awful at anything athletic no matter how I try, man. I played tennis at a decent level for a while just because I spent all my time doing it. I had coaches. Not everything is for everybody.

Jack: But the thing is once we get the mindset stuff, the tactical stuff

comes. The tactical thing can be done once they realize, “Oh wait, I don't have to do this myself. Oh, wait. I don't have to do this by myself,” ...

Brian: Right.

Jack: ... is really where it comes from but we've talked to a lot of folks. You were out at the traffic and conversion.

Brian: Mm-hmm (affirmative).

Jack: I see it also with my kids and the teams, the sports that they play. How much of the environment that you live in can affect that, not just your success but your health and everything else around that, that there truly is such thing as toxic people?

Brian: Absolutely. Environment plays a huge impact in a person's success.

Jack: What we're talking about today is that environment of authority. It's not just about what you do, when you do it but it's where you do it and who you do it around that can have a big, big influence but, of course, our Authority Insiders are around other people with that authority mindset.

Brian: Absolutely.

Jack: We're really excited about the Authority Insiders group that we've put together. We got a lot of great response last week so I just wanted to mention it, www.authorityinsiders.com. If you haven't joined up yet, claim your authority. The feedback we're getting it's just one of the most remarkable, unique places that people can come that have this authority mindset and are really, really doing some great things in positioning themselves as authority in their industry. That's what it provides, an environment of authority, right?

Brian: Right.

Jack: We talk about toxic people. The first thing, get away.

Brian: It's the easiest thing. If somebody makes you feel terrible and you feel worse after you start talking to them, stop talking to them. That's a brilliant statement (laughs). If they make you upset, just get away from them.

Jack: Yeah. It's the people that don't understand that, “How are you doing,”

is a rhetorical question. "Well, since you asked ..."

Brian: That Saturday Night Live character, that Debbie Downer, that always has something horrible and upsetting and is always focused on bad things. There's people who are just in several different ways ... There's some people that will not have anything else to say in a social situation. They'll bring up whatever the big new story is which is always awful. There's never anything good on the news. No they say, "Did you see the snow storm in Atlanta? Did you see those kids having to sleep on the bus overnight?"

Jack: That's why the kids say ... They're even bright enough to say, "Dad, why don't they call it the bad news," because that's really ... Every now and then they may have that little blurb about , "Hey guess what happened," but even then it's somebody falling down.

Brian: Somebody that's worse off than you that made it through something makes you feel better about your own life.

Jack: That's why I always thought about the ... Remember that show? What was it, Rescue 911 or ... What was the show where they always had the live footage of, "Hey, uh-oh. I see him. There's a guy drowning in a ditch. There's no one in sight to help him. I don't think he's going to make it." I'm always like, "Hey you with the Sony, you're there. I see your foot in the shot. Hand him a branch. I see a way out of this," but that's the difference in ... What's the difference between the Rescue 911 and the America's Funniest Home Videos? In one, the people make it out all right. The other one they don't. That's the small difference in the news, isn't it?

Brian: Yeah.

Jack: Right but there are people that just dwell. They just dwell on bad news and everything is, "The cards that life had dealt me. Nothing's going to go my way. Why should I even bother?" Then what's worse is when you get around those people that are, "Why are you even bothering with this? You know that this is silly. You can't do this. You can't be that person." That right there is ... We're making light of it but it's a sad, sad situation to be around.

Brian: What it comes down to usually is they want you to feel sorry for them. They're wanting some type of attention and recognition. That's the way they're going about getting it at that point which is ...In all

these things I don't blame those people. It's not like they're doing anything wrong but it's not your job to take that and just to have to sort of be in their presence. You just get yourself out of it. Give them their best, probably might even encouragement but this is also not saying that you're not supposed to talk to people that are sharing struggles and challenges they have because I know in our ... Jack and I at our mastermind group here in Houston, we talk about that all the time.

We do come in ... Everybody comes in and starts off with their successes but then we talk about the challenges that we have. Talking about a challenge that you're having and asking for advice is a world of difference from complaining about the way your life is.

Jack: One reinforcement, that it's not your fault. "No, I see why this happened. There's nothing you can do about it." That's what a lot of people want but when people turn around on you and tell you that why you can't do things it's not that their genuine concern is with you. They really want reinforcement in the fact that they're not willing to do this. They're not able to do this so if you don't either then that reinforces that okay maybe it's not just them. It's one thing when you're at work. If you are working with someone, if you have someone on your team that is constantly complaining that everything is a chore, everything is a, "Here's what I have to do," because that's the thing.

When I wake up in the morning, what I have to do out of my day is I feel something I get to do. I don't feel like what I do is something I have to do. Work is not something I get to do but there's people that take on their daily chores as what I have to do today. What do I have to do? I have to do this. I have to do this. Those are people that you can remove from your life. It may not be a comfortable removal but you can but then what do people do when it's someone that's close that it's family? How do they adjust from that? Because you know when you go out to events it's a much different environment. People that actually go out to events, that go out to learn, they're joining positive people.

Brian: Absolutely.

Jack: There's excitement in the air. There's positive. It's anything can happen. It's the truth but then sometimes you come back to your everyday environment.

Brian: You're smack down back to reality.

Jack: That's exactly it. What if it is someone in your family? What if it is a neighbor? What if it is someone that is not someone that you can remove from your life?

Brian: Aside from your spouse there's not much else ... Probably the only person you can't have some control over ... If your kids are doing it, it's your job to teach them because they're becoming that way because that's the world that's teaching them. It's your job to change them. With the spouses it can be tough. I've certainly had my times with my wife. We go into things like that where I'll come home from an event. If I spoke somewhere and did really good and she would say, "Okay, yeah that's great. Go change the kid's diapers."

Jack: Yeah, it's back to that. We need that sometimes though.

Brian: Yeah, no it's fine. She keeps my ego in check from the last episode. I've been lucky not to have that problem with people in my life that are really being toxic and negative. My wife does something ... She loves reality shows like the Real Housewives shows. If she watches a bunch of it at once that it kind of seeps over and things get a little more dramatic and crazy or she loves watching local news which we're going to talk about that in a few minutes where that gives some negative stuff. She'll talk about that a lot but it's pretty easy just to say, "Hey you're doing it again. You're talking about all that negative stuff."

Jack: I get in trouble because I start watching mindless TV. I start complaining about how ludicrous it is not realizing that's what it is. I put the post on Facebook that Finding Big Foot Show which just infuriates me. What is it on the third season? It's time to change the name to Not Finding Big Foot, all right? I haven't seen any evidence. The other ones that get me are those ... Do you ever watch those shows on the Ghost Hunters and the paranormal people?

I sit there and watch. I think, "After you die is the only way you're allowed to come and communicate is if you're really good at charades?" It seems like that's the only way they communicate. Sounds like? That's the afterlife. You're only allowed to play in charades if you want to get your point across. You can't say anything directly. I'll find myself after an hour complaining about that. I'll say, "It's a good thing you got better things to do, right?"

Brian: For sure. I agree.

Jack: Not to be negative, it's not just about getting away from the negative. Let's turn it into a positive.

Brian: Replace it.

Jack: It's replace it and start surrounding yourself and get around positive people even to counterbalance it. If you have someone in your life that's just not, but counterbalance that. Get around positive people. Let positive people have a influence on you. A lot of people ... That's one great thing about social media and the bad thing about social media. You can get all of both that you want on social media. It's yours to choose. You see toxic people that are constantly ... Every post is about something else has happened to them or something's going to happen or this is just the bad or the news.

The fact is if I don't see the news, it doesn't affect me generally. It's not about putting my head in the sand but I'm starting to think that putting your head in the sand might not be a bad strategy sometimes, right?

Brian: Just think about how really irrelevant news is. People see about 10,000 news stories a year, a little research I did through like the last 12 months. Out of that time, name one that because you consumed it allowed you to make a better decision about a serious matter affecting your life, your career, your business. You're not going to come up with any. There's really nothing aside from weather saying, "There's a big snow storm about to come. Do not travel the roads," that maybe but anything else like the political stuff that people just become absolutely just obsessed or involved with.

The State of the Union Speech recently, in the history you've been alive, if you've watched those, name one that you really remember what the hell they talked about and that changed anything that you did. I got angry, furious about political stuff for many years. I said, "Wow." Whenever I really thought about it I said, "Man, it has absolutely zero impact on my life." I quit watching it because who cares?

Jack: What is ... Something about this, with people and their business, right, I have people that rely on that. They think it's going to impact and change their business dramatically overnight. So part of that

positioning yourself in authority is realizing that things are going to carry on, that very few things are going to change dramatically overnight but, and not by what occurs but it can change dramatically by how you let that news affect you. I've seen people just up in arms about the President raising minimum wage. What does that mean?

Brian: Oh yeah, for ...

Jack: That means tomorrow there's going to be no jobs. People are going to be spending money on what I have to offer. They immediately turn that into how it's going to ruin their life.

Brian: Right. They've just also probably read a headline. They didn't read down that it said, "Okay, it's just for government contract workers." So they usually raise wages for their own employees. That's such a non-big deal but even if they raise the minimum wage everywhere and hamburgers go from costing \$4 to \$6 or \$7, so what?

Jack: We have people that ... Long-term clients that are in the mortgage industry. That's a perfect example. The mortgage industry has been through some extremes, to the high of highs, to the low of lows. There are folks that have been in that industry and been through every single one of them and are living pretty nicely. Regardless of what happens, ups, downs, they adjust. Because they are in authority they adjust and can pivot with the market. I'm not saying that there aren't some really bad things that happen with inflation or whatever but too many people think that if inflation comes my life and my career is over. I won't be able to manage.

Really what they need to do as an authority in their business is think about, "Well, if that occurs, how am I going to change the frame and make it work and become an authority," because a lot of times people that invest in real estate, inflation's some of the best things that can happen to them. Here in Texas, think about the oil. The rest of the country goes nuts when the oil prices go up. Here they have a parade. They can't stand it when the price of oil goes down because that's what the industry is but they've adjusted no matter what it is.

If you let news ... When you start thinking about what could happen, you start playing the what if, you can do more damage than the actual event itself. Just like you, I found when I stopped watching the news ... Don't be one of those people that think, "Wow. You're just ignoring what's going on in the world." The news is not the reality of

what's going on in the world.

Brian: A lot of people when I've said it also have said, "Well, you're just ... You're doing what they want you to do. You're becoming a sheep that's just following along the path and not challenging it," but I was really involved in politics for a little while. I actually worked on some campaigns for people. Let me tell you, I did nothing to affect anything. I worked on political campaigns. I did nothing to affect anything, all those hours I put into it. You're watching it and complaining about it on Facebook. You're doing nothing. I understand people being angry about stuff. I don't like a lot of stuff either but you're wasting your time. Just think about ... Talk about wasting time?

Think about the amount of time you have put into news. When you wake up and you read the newspaper in the morning, flip through the newspaper and spend 10, 15 minutes. Another 15 minutes during lunch you check on the drug report and click through a couple of news stories. In the afternoons you a couple of times see interesting things on Facebook, click on those and then watch the local news at the end of the day, maybe spend an hour, hour and a half. That's a good probably fourth of your day. You spend a good hunk of your day, 4 or 5 percent of your day consuming news.

Jack: People think that something extraordinary's going to happen if they don't keep up with it. I remember when we were on that cruise, we were speaking on that cruise. Cruises will do that to you. When your phone doesn't work and you don't have Internet you think that man, what could happen in the world that when I get back everything is going to be different? How will it function without me being plugged in to what it's doing? I encourage someone to go on a news diet.

I think it was Tim Ferris, wasn't it, in the four-hour work-week that talks about going on an information diet, that the less information the less you have polluting your head, the less that you have influencing your decisions in what you do. You can see some pretty spectacular results the less information that you have come in so that information diet but at the very least go on a negative information diet.

Brian: Yes. Something that I've done before, I went through a group of people who did this after the last Presidential election. We went on a two-week mindset detox which part of that was just not following news of any kind. Even if you were at the gym and it was on, you

wouldn't look at it. If your spouse was watching it, you would sit with your back to the news and put headphones on, consume no news of any kind if ... You don't read them on Facebook. You just completely stay off of it. Man, since I did that I've been completely off of it since then. Every now and then I'll see stuff. I'll watch the ... We have a cute little morning traffic girl. I watch her on the morning news and see weather and stuff for about 5 minutes or so but that's really the extent of my bad news.

Jack: Turn the volume down right? How much bad news can you get during the weather and stuff? This isn't just about thoughts and a mindset. This actually has a chemical reaction. This actually does some things to your body and invokes chemicals. I'm not a geologist but ...

Brian: Yeah, a geologist. It releases cortisone in your body when you're constantly listening to toxic and negative news. It deregulates your immune system. It releases growth hormones. Basically it's that your body is finding itself in a state of chronic stress which just ... You start breaking down. Think about this also. This proves it. Think about your 5 friends that are most liberal on Facebook and 5 friends that are the most conservative. Are they happy? Do they seem happy? They never, never ... Anybody that's really into politics is never happy. You look on Facebook. Every other person is in there complaining about something.

The left is complaining about the evils of big business and how horrible people are. The far right's complaining about how the evil Obama is the Anti-Christ and about ready to take over the world and make us a socialist country. They're always ... It's always some panicky, horrible thing.

Jack: That's it. Why don't you become one of those people that they're so angry at for not caring? What do you expect? How do you expect to change things when it's I don't want to change things.? I'm pretty happy.

Brian: They want things to be the way they are when it's improve my own life and the people around me.

Jack: That's it. When you talk about improve the people around you, the impact, we're talking about the negative people but we're talking ...

Brian: The positive though?

Jack: Yeah, the positive. Just eliminating negative and going to neutral, that benefits you but you want to talk about amplified? You want to talk about magnifying, exponentially changing your outlook and the way that you look at things? Get around positive people.

Brian: Absolutely. One of the key things is to get like in a local mastermind group. Our history one is great. It doesn't have to be a paid, big expensive one. If you can get together with some more like-minded people like yourself that are at where you are or higher, you ... In ours we just get together. We don't really pay much for it. We pay a little bit where I'll chip in enough money to rent a hotel banquet room or a hotel conference room. We meet four times a year.

Brian: I think four times a year and then enough to pay for pastries and lunch or whatever.

Jack: It doesn't have to be this big expensive trip.

Brian: No.

Jack: A lot of mastermind folks go out and it's craziness. You can meet in a Denny's and talk shop around positive people and leave with such a different outlook on what you've done. Going to a mastermind is like going to a spa. It's a shot of enthusiasm and encouragement. Even though that you go through what's working, what's not working and you work through challenges, but the thing is in our business there's not a lot of people to talk shop with in general, right? There's not a lot of people. If you are an entrepreneur in whatever, whether you're a coach, speaker, author, it's not like you run into the local coaches', speakers' and authors' Rotary club or whatever. You're not on this author consultant bowling team, right?

Brian: The part that people can grasp in any way a safer form of what internet marketing is and what you do for a living.

Jack: It does something I think not only to your mind but to your general overall health when you can get around positive people no matter what you're doing that reinforces that you see the results of what can happen when what you're doing matters, what you're doing makes a difference. One of the things that I do when I go to events and people come up to me that may not have been personal one-on-one clients but they've been in the online groups of mine or they've been

online students and they tell me what a difference things have made in their life, that's just an incredible shot and really gives you an opportunity to see what a difference that you made.

Whether it's a local mastermind of folks that do what you do that you can get around and not necessarily ... Be careful about ... Because sometimes you can get around and it's just, people just get around it and the want to commiserate about all the bad things that ... Don't get around those people. Get around positive people. Get an online group. Facebook has online groups. There's lots of ways that you can join organizations of online organizations that do what you do. The folks that we have in Authority Insiders, they connect. You get to meet people that yes, they get it. They understand what I'm trying to do. I'm understanding. That really, really can make a big, big difference.

Brian: Absolutely. Also we're talking about the news report being the negative thing, just like the people you're going to replace negative media with positive. What is that? You're actually doing it right now at this exact moment because you're listening to some positive media. You're listening to a podcast, not just this one. You can also listen to a audio books. Everything about personal development and business are great things to listen to. I have about 5 or 6 podcasts. There's one I'm kind of, I haven't been putting out content. It shows in a little while. I really don't count that one but I have 5 shows on a regular basis, 3 business and 2 more personal development ones.

Jack: I'm a huge music fan. I can get lost in music and get lost in it but I will tell you it's getting to be where if I'm going on walks or if I'm doing a road trip that's going to be 2 hours, it becomes that clichéd university on wheels. It's just a way to soak this in and listen. I'm a very auditory person. I love listening to things when I'm walking or, to get inspiration and especially if you're driving on a road trip by yourself, far more than music, I love listening to audios, whether ... It can be business audios or I guess it could be personal development. It can be just about anything but that's your opportunity to get that positive reinforcement.

Even if it is music, if it makes you feel good, let it make you feel good but the thing about media for media, there's way too many options out there to get positive information than to sit and dwell on all the things that could go wrong, didn't go wrong, might go wrong. Shame on you because it didn't go wrong to you.

Brian: These podcasts are about 30 minutes, 45 minutes long. You could give up launching local news one day a week and listen to another podcast like this. You have 30 minutes to replace of positive stuff.

Jack: I know people that that's what they do. I'm sure we have listeners that they have a ritual that on Sunday nights or when they load up their podcasts, they get out what they're going to listen to. It really does make a big, big difference but at the same time we're not saying that that's what you should do 24 hours a day.

Brian: No.

Jack: It's all about what? Balance.

Brian: Right. Replace the negative with the bad. The same thing, instead of reading newspapers, you can also read books or blogs or watch video lessons about improving your core skill set just like what we have in Authority Insiders also. We've got videos in there you can watch. You watch say the Facebook one, how to be a Facebook authority. Watch that. That's a hour long in total. That can make up for many ugly news stories.

Jack: For sure we've got a few to watch in there. How do people balance out things because there's some people that, what do we call, workaholics. I've been accused of being a workaholic.

Brian: Yep, I have too.

Jack: How do you balance that?

Brian: You have to think about all areas of your life and break it down into your spirituality, relationships, physical being, nutritional, hobbies, business, all the things. You've got to balance those out. One of the things that made a big difference for me ... I did this for a while. I've been screwing up since I got back from travelling in the Virgins because I've been having so much going on especially with some stuff Jack and I were working on getting this Insiders and out and different stuff we're doing is having dedicated unplugged family time every day. It used to be that at about 5:00pm, sort of 5:00pm, I pretty much shut down, get up from my desk, go grab the kids from school, bring them home.

I make them dinner. Then my wife gets home from the gym right about the time they're about half-way done or finishing up. Then we

eat dinner together. Then we do bath time, then go up and leave the kids play until about 8:00pm. We have family time. I usually am ... One of us is completely unplugged but I could have had my phone working more to stop that but it's a really good thing to have, just be completely unplugged. During dinner we turn the TV off. The phones are off. There's nothing else going on but just us connecting as a family.

Jack: You can make incremental steps because I know there's people out there ... I used to be this way. I made incremental steps. There's times where I would go weeks and it was from bed to the computer, computer to the bed. That was what the whole day was. What you realize you're doing is you're spinning your wheels a lot. You're going to find if you force yourself to only work half that time, I can guarantee you you'll get way more than half done than you normally get done. Don't fool yourself into thinking that activity is creating results because it's not. You may be surprised to see your results and outcomes explode if you start doing less. Who was it that said ... I think Ron Durant in real estate said, "Listen, the less I do, the more I make."

Brian: Yeah, the less I work, the more I make.

Jack: It's true oftentimes because if you require yourself and make yourself and make yourself do less, the things that you do when you have allocated that time, you focus on far more important things to do. I think balance is always true. I'm not figured it out all the way there yet.

Brian: I think very few people are but it's something that once you do realize it's important ... We all do. At the gym this morning, the guy there, he was not exercising with focus. He wasn't being balanced just like when you dedicate important family time, you need that dedicated time just to take care of your physical self. What he was doing, he was walking on a treadmill at a very slow pace. It looked like he was either texting or sending emails, working. He was going about half speed probably of what he normally could do if he was focusing on it or there's a guy there that all the time will do a set of weights and then look his Facebook status up. He's just doing something. Play for a while.

I do multitask some because I love to listen to either audio books or podcasts while I'm working out. Every now and then something will

hit me that I'll want to make a note of. I'll jump on in my little wonder list app. I'll make a to-do thing but I really try just to pure focus on what I'm doing when I'm working out.

Jack: You're always going to give more intensity when you do that whether it's working out, whether it's being in the moment, being present. That's one of the things that I really had to do was this thing about being present when I was with my family is oftentimes even though I said, "I'm not working," and with my family your mind's drifting off on something. If you make it a goal to be present, because often times we may be there physically but we're not there mentally. Being present can be very, very important. Then I know you. You're pretty dedicated and disciplined and exercised. I spent an awful lot of time thinking about exercise.

Brian: You Do a lot of Theater of the Mind?

Jack: Yes. That's what I'm doing. It's a Theater of the mind. Some people like to go out and get on the Stair Master. I'm still waiting for them to put the Escalator Master in my gym. I do far better on that but sleeping, people don't realize there's people that deprive themselves of sleep that they think because they stay up and burn the midnight oil that they're getting more done.

Brian: Right. That's completely false. A lot of people do that.

Jack: I can't remember ... Someone put a great post on Facebook here recently. Was it John Carlton or, about not having to make an excuse for, without shame, take some naps because it makes them more productive.

Brian: My friend Allen takes naps every day. It's like, "I have a 2:00pm disco nap."

Jack: People think, "Wow," but it's not laziness. No, it's being productive. Little power naps, they can make a huge difference.

Brian: For sure. I'm not a nap person. I have to be so exhausted to be able to fall asleep with a nap. I'm a person that doesn't require a lot of sleep. I have to force myself to go to bed at a reasonable time or I will stay up late working. Then I get jazzed up and stuff from working. Then it will take me a couple hours to sleep. What I was doing for a while after the family time and we get the kids to bed 8:00pm, 9:00pm, I would go back and start working for a couple

more hours about 11:00pm. Then it would take me another hour to fall asleep. I'd get up at 5:00am every day to go work out. I wasn't getting hear enough sleep even though I wasn't ... I didn't feel exhausted all day. Man, I wasn't mentally there. I was all fuzzy.

Jack: You do something that we talk about and I've tried. It's actually worked when I did it but I keep falling off the wagon is this Pomadour technique. Go through that again because it really is a remarkable system if you can stick to it.

Brian: Yeah, it's Pomadour method. You can ... I will put a link here to download. It's Pomadourtechnique.com. You can grab a app and some sheets. Basically what it is, it breaks down your work into intervals that are 25 minutes in length, each separate by a 5-minute break. Basically what you ... You set up your task for a 25-minute long task. It forces you to break what you're working on into 25-minute increments. It's like before we've talked about the importance of breaking big jobs or big projects into smaller tasks. This forces you to do that, into something you can complete in 25 minutes. Then you're forced to take a 5-minute break if you get up from your desk or wherever you're working.

If the 25 minutes was a full phone call, you can get up off the phone and do something else, walk around, get away and then come back and do it again. That works really great because then it just breaks, you break everything down. You're forced to clear your mind and come back and have a very clear task.

Jack: Doing less produces more. Working yourself when you're just completely exhausted produces crap.

Brian: Absolutely, pretty much.

Jack: Speaking of 5-minute breaks, I think it's time for the little 5-minute Authority. [music] This Authority hack is ... We've talked about something similar that works but this one is a no-brainer, especially as you move along and you have clients that are successful, what makes better social proof without even having to have a testimonial from them? What do you do? Throw their logo on your site, especially if they have a really cool logo.

Brian: This goes back into why things like Authority logos work. Why we put the ABC, CBS and FOX logos on, why it worked. We did the

"Powered By" one before like you put GoDaddy's logo and YouTube and Facebook and all of the things that you use to run your business, same thing. This is when you saw a whole bunch of logos on there. It just shows you've done a lot of work before and this isn't your first rodeo.

Jack: Especially if it's a diverse group of clients that you might have or even if it's some well-known clients that you may have done some work for, it just increases that social proof that is so important in positioning yourself as an authority and establishing that credibility because people love to see that, "Oh, they used them." It gives them that trust triggers that Derek Hallenbeck talks about. That is another trust trigger establishing and showing that you're up to something.

Brian: Right. Even if these are not recognizable people or logos, it just shows you've done work before. It's not to ... If it's ones they know, even better but if it's not, it don't matter. It just shows that you've done work before. You can be trusted.

Jack: Those of you, you've got clients, you see their logos and especially if you've got people have the good-looking stuff, they're really up to something, you can borrow that credibility, absolutely. It can be incredibly, incredibly powerful. I think we're going to be winding it up here. This is the Environment of Authority. I think a lot of you are going to think about where you're hanging out, who you're hanging out with and how you're spending time a little bit more. I think if you make just slight adjustments, you're going to find some big, big, big results. Before you go, I do want to congratulate best-selling authors that we've had this last month. I think 39, 40, I can't remember, 40 best-selling authors.

We're going to put out a new book that's going to, probably going to have dozens this month. If you want to claim your authority, work with us in establishing that, we've got a couple ways you can do it. We can do it for you and really work with you on positioning that authority or you can come into a very positive environment of authority at the AuthorityInsiders.com, join our community and start getting around like-minded folks that are also working on positioning their authority. The people that you meet and the people that you form relationships can be some of the most profitable investments that you have ever made. Until next time, thanks for listening to the Authority Alchemy show. We will see you next week.

RESOURCES

Authority Insiders: <http://www.authorityinsiders.com>

"The Four Hour Work Week" by Tim Ferriss: <http://www.fourhourworkweek.com>

The Pomodoro Technique: <http://www.pomodorotechnique.com>