



## Going Beyond the Logos: How to Develop Your True 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: All right kids, it's another episode of The Authority Alchemy show. Brian, they just heard your name.

Brian: They did?

Jack: Yeah. The amazing people.

Brian: They did, I'm Brian, but that nice lady said my name.

Jack: Yeah, and I'm Jack, so here it is Authority Alchemy. Every episode we have so much stuff that we want to talk about and we have to whittle it down just like principles that we talk about, take away the perfections. It's not what you have to add, it's what you have to take away. I guess it's a good position to be in rather than scrambling, trying to figure out what are we going to talk about.

Brian: Yeah, we have this running list that we keep up on a Google drive of show ideas whenever you get them up there and that thing is full.

Jack: Yeah. We've got months and months all ready planned and we add more each week. It's a never-ending cycle.

Brian: We find ourselves in the unique position of entrepreneurs of having too many ideas.

Jack: Yeah. Well, that's exactly what we're going to talk about today on Authority Alchemy is, we're going to kick off our Authority Content Series because that's one of the things that, one we get a lot of questions about, creating that content; because people get the educator and advocate.

They get, yes, I want to be the educator and advocate. I can be the educator and advocate. I don't have to call myself the expert. How do I put myself out there as the educator and advocate. How do I portray that avatar? So if you've gone through the other podcasts and you've gone through the Four Faces of Authority, you kind of understand your avatar, then it's putting a lot of this stuff together.

In fact one of the things we're doing in the Insider's group right now is putting together a 30-day boot up, which is a 30-day Authority boot up that kind of goes day by day on step 1, step 2, step 3 on getting together all these things that, what we call the minimum effective dose. What is it that people come to us with? They have a whole bunch of stuff, a whole bunch of ideas. Not just ideas but they have a list of things that they feel they need to get done ...

Brian: Right.

Jack: ... before they can claim their authority.

Brian: Oh yes, I can't do that yet because of X.

Jack: Yes, I don't have this ready, I don't have this ready. So, what we've done is decided to put together this 30-day boot up in the Insider's group that goes day by day of what we call the minimum effective dose. It's not everything that you could possibly do for positioning yourself as the authority or putting yourself out there. What it is, it's the minimum effective dose of what you need to do to get started to claim your authority.

Brian: Right, and by minimum effective dose, we don't mean it's just the absolute least amount, barely scraping by; but it's enough to get you there. It gets you 90% of the way, it gets you over all the big, big hurdles like ... one of the things that people say, is oh I don't have a landing page set up. So we'll say, get a good landing page set up. Yeah, it may not be perfect, you want to

go back and eventually hire a designer to do it or get better copy written on it, but you can put one up there and get 80-90% of the way there.

Jack: That's right and most of the obstacles are perceived obstacles.

Brian: Absolutely.

Jack: People think, well I need to have this done. I need to have my e-mail auto-responder set up. I need to have ... what do I send them once I have my e-mail auto-responder set up. What do I put together as a free report to get them into my opt in. How do I do a video series, how do I do a follow-up series? I need all this stuff together before I claim my authority. So, that's exactly what we do is take it piece by piece and say here's what you need to get started, to claim your authority, and then you can build on it from there. That's why we decided to ... while we're doing this, let's kick off an authority content creation series.

Brian: Right.

Jack: So today's episode is beyond the logos. That's what we came up with because we started thinking about this and one of the things that we've seen people really kind of ... we've seen a trend lately of people thinking the logos are the authority, that's it.

Brian: All the focus is, because that's what people can see with their eyes.

Jack: Yeah. Now we've seen things popping up lately of here, you can do this and get a logo or whatever, and that's not ... that's like going down to the drugstore two days before Halloween and buying the batman costume and saying, I'm batman, right? That's not what positioning yourself as an authority is all about.

We want to go beyond the logos and talk about what are they going to find behind the logos because the logos are incredible

trust triggers, they're incredible for getting that attention that people will pay attention, to look at you in a different way and essentially what the logos do is, it gets people to listen with a different ear, that, oh this is someone I need to pay attention to, let me see what they have to say.

Brian: Right.

Jack: So it gives you that extra leverage. I hate that word leverage. But you get almost a path that, okay, it's a status that this person is someone to listen to or establish themselves in some way with the credibility, so I'm going to listen to them and take notes. So that's what the logos do and why we want to go beyond the logos because it does you no good to just slap logos on your website.

Brian: Right and nothing to back it up.

Jack: Yeah, no substance, there's nothing there to position yourself as the educator and advocate and we realize that there's a lot of folks that say that I'm not ready to be an authority because I don't have this stuff.

Brian: Right.

Jack: Well you do have the stuff, it's in your head, it's just a matter of ...

Brian: Right, just getting it out.

Jack: You've heard me say before, in the land of the blind, the one-eyed man is king.

Brian: Um hmm.

Jack: Being an authority is not being an expert, it's not knowing everything about everything. It's about being able to help your prospects. It's about being willing and able to help your

prospects and the way you do that is you get content out there in so many different ways.

Brian: You've got different formats and the most important thing is to help them with one small thing. They overwhelm themselves when I think they have to solve every problem somebody has versus just a tiny one like a ... an example of what my CPA recently sent out, an e-mail with an app that you can use to track your business lunches. This is a really cool way to track your business lunches. Here's this free app you can use and here's how I recommend you using it.

Jack: Yeah.

Brian: Simple, simple thing that most of you finance guys out there will go, that's stupid, but to an idiot like me, oh this makes it a lot easier. I'll just take a picture of my receipt and it sends right to my CPA guy. He tracks it and that's all there is to it. That's awesome.

Jack: That's the one problem, one solution. Jason Fladlien, he's really good at putting together products and stuff, one product, one solution. That's his motto and it really does work. It can be, not just paid products, but any piece of content that you put out there.

When we take on a client to work with them on an authority position, one of the first things we do is a one-on-one strategy positioning session with them, where before we even talk about content or story information, we make sure that their mindset is right around being an authority and it's an incredible exercise that we go through that just provides a lot of clarity for folks and all of a sudden a lot of them, they just can produce a ton of content based on what they discovered about themselves as an educator and advocator and realized what content should be.

So that's the one thing that you want to do is not just start writing a bunch of stuff.

Brian: Right.

Jack: It's get your mind right, make sure you understand who your prospect is, what their problem is, and your avatar, the voice that you're writing from. They can do it, I can do it too authority to the no BS to the defender to the wizard authority avatar. You want to keep a voice that's consistent and congruent with that message and what it is that you have to offer folks.

In fact we had a person that wrote in after we put out the Four Faces of Authority that redid his whole content structure because he realized that he was the, if he can do it I can do it too, but he was presenting his content from the wizard and he realized that, oh my, I just was about to make a huge mistake. That subtlety, that can be very, very important when you're creating that content. So, it's important to know that before you get started.

People get intimidated sometimes with content and when we talk about content, what are we talking about?

Brian: The three coins of putting out these one problem, one solution type stuff or short pieces of content; you've got your blog post, you've got your podcast, and you've got like a video, a YouTube video.

Jack: Yeah, and then it goes further into, when you write a book or a book chapter, or you're creating a free report that ...

Brian: A video series or a series of audio book or anything like that.

Jack: But what a lot of folks don't understand, some of them look at that big picture, we talked about this when writing the book, where people think that, oh, I've got this whole book to write. Well no you don't, you have a chapter title to come up with. It's

taking those steps and one thing that people don't realize is when you put down on your content the stuff that you need to make and you say, I've got to create a blog post, I need to create a podcast, I need to write a book, and I need to do a free report, I need to do a video series. They think about that as being all different content.

Brian: Right.

Jack: Right, all different content, but when you think about it is, you have one piece of content, that one problem, one solution and that core piece of content, that one problem, one solution can be turned into a blog post.

Brian: Repurpose it and absolutely across the board.

Jack: A podcast episode, right; a free report that you can give out, a video, a book chapter.

Brian: Slide shares from it. You can ... I mean all types of stuff, you can do it. You can create an infographic just using the same basic content but just change it up a little bit.

Jack: Right, so don't be intimidated by thinking that I have to create all this content. Think of the one problem and the one solution that you want to solve. Create that piece of content. So for example, you're talking about the tax CPA.

Brian: Yeah.

Jack: That's a perfect example of one problem, one solution. How to do this, what you just said, can easily be broken up into all these different pieces that we talked about.

Brian: Oh no, it was sent as part of an e-mail piece of content, a newsletter type stuff. It could easily be a blog post. It would be a great blog post, that's when the people would share across. If that was a blog post, I probably would have shared that. Over the shoulder video of it, using the mirroring software on his

computer to record that and actually show all the way from installing the app to using it to uploading, taking pictures of the receipts of the whole thing. That'd be a great video for that.

Jack: Yeah, so this is really repurposing, that's what we're talking about, repurposing content, recycling content, however you want to look at it, and so think about, if you have a blog post that you put out there. I don't know if I've ever met anyone that hasn't written a blog post. Right, we talked about that several times.

Jack: The three blogs, the three videos, the three ...

Brian: Three is the magic number.

Jack: Yeah, three is the magic ... yeah that people start reading this content. If you had a blog post, if you've ever done a talk. If you've ever spoken to a group, regardless, whether it's the Chamber of Commerce or at an industry event, and you recorded that ... how many pieces of content do you have?

Brian: Oh yeah, you've got a few.

Jack: Right, you wrote a whole book based on a talk, right?

Brian: Yeah, when I was ... I'm talking about the speech I gave in Sydney that went over so well, they recorded it, so I had a DVD recording. I posted the video on line. I had the audio scraped out, had that as an audio download from my list and then I had a person transcribe the whole thing and then I had that transcription made more intelligent so it flowed a little bit better into a full book and posted that on Amazon. Had a physical book and Kindle download.

Jack: Out of a speech that you had because you had the frame of mind or the luck that someone recorded it right?

Brian: Right, they recorded it everything, so I got lucky. Then I also had their slides made into a ... I used it as a slide share also.

So, you can already count the number of pieces of content from this one presentation, the video, the audio, transcription, book, slide share; five different pieces of content from one thing. I had nothing to do with it. After I gave that speech, I had nothing to do with any of it. It was just all stuff that was outsourced for very, very inexpensively.

Jack: We want to really make clear is we're not just creating what's called in the infoproduct industry, thud factor. We're not just trying to create bulk, a bunch of crap to put out there, but the fact is people take in information in different ways, auditory, visual, people like to read, people like to listen, people like to watch video.

You actually did an unscientific survey, you've done on Facebook, asking people what they prefer.

Brian: Right.

Jack: And it comes back a lot of different ways. I think I've seen ...

Brian: Everything.

Jack: something up to 30 something percent of people prefer to read over videos. There's some that just really get more out of videos and nothing else.

Brian: The one thing I got from that survey is that we have to put everything out there.

Jack: Yeah.

Brian: You can't do what I was hoping and say, maybe people are really enjoying audio more now because I like audio because I don't have to visually watch, I can do that, can be out on a bike ride or be working or something and take information that way. I really don't like video because it takes so much of my time. I like to read at some point. And I said, maybe other people are

like me. Nope, everybody is completely different. Nobody likes it one way.

Jack: Those people that say no, I won't do anything unless there's video or I won't do anything unless it has written. So, what you're doing is you're providing your solution to a problem. You're providing your persona, your positioning as an educator and advocate to people that take in information in different ways.

You know one thing that I've done for a long time if I make a blog post or I make a video, I'll have that video transcribed so people can read it. We do right here with this podcast. The podcast is transcribed. You can get that right there on each podcast. You can click on the different transcription to be able to download the transcription of the podcast.

What you've done there is you've created all these different mediums, especially when it comes to video. A lot of people do it backwards. There's a lot of people when they're starting their authority positioning, and we have people that come to us that, and I really need to write a book. I've helped people, I don't know how many people create their first book and they're so intimidated, I don't know what I'm going to write about.

As we start digging ... one of the days in the 30-day boot up in the Insider's group is taking inventory of the content that you already have and I'll find people that already have a Webinar that they've done out there, or they've got a talk somewhere. You have your contents, now it's just time to repurpose it into the outcome that you're looking for.

If you think about ... a lot of people when they want to write a book, they want to do it in a traditional way, they want to publish a hardcover book, a business trade paperback and have it sitting on the shelves at Barnes and Noble or Books a Million or any of those places and they think they've got to sit down and

write a book. When you think about the value and also your revenue streams, one, a book is extremely, extremely valuable for your revenue streams but not by the royalties that it produces.

Brian: Right.

Jack: Its' just the fact that you have a book. So I don't even care if the book's in the Barnes and Nobles. I don't care ... just having the book is the value. There's people that want to write a book to create revenue and they sit down and write a book but think about it, how much is a ... this is going to be a big lesson in perceived value ... what does a book typically cost, a trade paperback that you go to Barnes and Noble to buy, a business book. What's the price tag on that?

Brian: A paperback?

Jack: Yeah.

Brian: Like 10 bucks.

Jack: 10 bucks at most. How many reports have you bought on line that's a PDF that you pay \$99 or more for?

Brian: I don't know if I'd trust one if it was 10 bucks.

Jack: Right, exactly.

Brian: I would expect it to be just a one pager.

Jack: But if you go into a bookstore and you see a book sitting there for \$100, you're going to think, these people are out of their minds.

Brian: Yeah, really.

Jack: Who do they think they are selling a book for \$99? That's the perceived value. But, would you pay \$99 for an audio series?

Brian: Yes.

Jack: Would you pay \$500 for a video series?

Brian: Oh for sure.

Jack: Well, oftentimes all of that is the exact same information, but just presented in the audio, the video, the written. So a lot of people do it backwards. They write that book and then they take the book and they want to create a seminar based on that book; but if you think about doing it backwards, you could streamline it much, much quicker.

I had a client in the real estate business, he did a live seminar. That seminar was video recorded. That was the end of it. He wasn't even sure what to do with those videos. He just wanted to look at it, look I've got a video recorded. Thought I'd better. Then, he wants to write a book, he wants to create a product, a digital product. He wants to create all the stuff and he wants to get down to work. Well, we took the videos, stripped out the audios, broke them up into modules.

What are chapters in a book? What does that equate to in the infoproduct world? They're modules.

Brian: Yeah.

Jack: All that can be done backwards by a weekend seminar done backwards to where you strip out all the information right down to transcribing and writing it and you have your book, where it may take you months or years to go the other way to do that.

Brian: Right, and so something else you can do also, this is something. I'll give this full credit to my friend Barry Belcher. The way he created the content for something like this was he would have somebody else go into another room and record a phone conversation. He'd call them on the phone and he would have some questions he would ask and he would just riff about content. So he'd have your chapters broken up.

Like if you were an SEO person, ask me what's new in the world of on page content. They'd make a few questions about that then do some linking stuff, and just essentially asking you and you just sit there and you just talk, and talk and talk and talk and have massive questions, get a conversation, get that transcribed, cleaned up and you've got a book that way also. If you're not doing a full on presentation, you're not in a position to do one, you can still do it the same way.

Jack: The main thing is don't be intimidated in thinking that there's one single way to create content, there's one single way that it has to be done because, just like people learn in different ways, people can express their ideas in different ways. We have clients that want to speak their book and just like you talked about the Barry's method, it's much easier. They may think ... I don't have ... I don't know where to start and you get on a phone call, start recording and start talking, before you know it ... especially with freer reports. Everybody wants to have that free report, that download. So many people, their free reports have absolutely no value.

Brian: Right.

Jack: I've seen free reports that are nothing but a resume of them and remember as an educator and advocate, in order to get people into your funnel, you positioning yourself as an educator and advocate. People want to feel that you understand their problem and you are able to solve their problem. That's what creates what we call the curiosity and the anxiety to make them feel they need to take that step into your funnel.

Now once they get into your funnel, then you start shifting a little. You're still the educator and advocate, but then you start positioning yourself a bit towards the advisor role. Now why do you want to be seen as an advisor at that point, because advisors get paid right?

Brian: Yeah. I think the difference between a person that consults or advises a Fortune 500 person, as a rich person, an educator, a teacher, usually not quite as much, even if they are called professor level.

Jack: I think that's a perfect example of does value always equate to profit or your return.

Brian: Right.

Jack: Not necessarily. There's some really smart people that are teachers that have ...

Brian: Oh yeah.

Jack: ... great value.

Brian: A professor of finance at a University maybe makes \$120,000 a year, maybe \$150,000. But a finance advisor on Wall makes that times a million.

Jack: You have got to get that out of your head that too many people think you get what you deserve. You don't get what you deserve, you get what you negotiate.

Brian: Right.

Jack: It's important that you do start shifting because you're the educator and advocate to get them into your funnel and when we talk about funnel, we mean they have given you permission to follow up with them, to consume your content. So, it's not that you go straight from educator/advocate to hard core sales person, but you do want to start positioning yourself as an advisor in the role that they understand that there is an offer to get even closer and more information from you. It's going to cost money, but you've established the fact that it's going to be worth every penny of it.

We talk about Dave Ramsey a lot. His radio shows and podcasts are all about educating ...

Brian: Right.

Jack: ... and being an advocate for the success. But, people pay for his books, his seminars, his audios because they want the advice.

Brian: Right, it goes into a lot more detail of his exact systems. He does personal stuff when you're working with him at that level or he has his trained people that have been trained in his personal method that can share that same thing with you using his real advice from the man himself.

Jack: Yeah, so here's some different examples. I want to give people some really actual examples that they can use. One of the ones ... I have a book that I put out on reputation management for local businesses. Because things have different value, we talked about, how you'd pay \$500 for a video course or \$100 for a written report or audio course. But you're not going pay more than 20 bucks for a book out of the book store.

Brian: Right.

Jack: How many times have you seen \$2,000 big box courses that probably were about as deep as your average For Dummies book?

Brian: Back in the ... a few years ago, that's what the majority ... every week there was a \$2,000 package that someone

Jack: Yeah, anything For Dummies, break it into modules and you've got a \$2,000 course. Why? Not because the content wasn't valuable, there was probably extremely valuable content in it, but that information was probably then repurposed into video courses with audio stripped out, with check lists and action

plans and things like that that were associated with it that increased that perceived value tremendously.

Brian: Right.

Jack: I had a book out there and we could also credit Barry Belcher for this too, a little trick that I learned from him, I don't know, at a live event I saw; is I took that book and I read it into my Mac for the audio. Well what do I have now? I have the audio version of the book ...

Brian: Right.

Jack: ... and which I offered up for free download for people that purchased, but I really put it in the Look Inside of the book so you now created the same content, used the same content, and created completely different value for that content. If you've ever done anything ... the first thing a lot of people want is their opt in and we're going to go deeper into this content creation series but let's start with that.

People want to know what can I give away value for free, to get people into my funnel. Well, the most common we see is what? A report.

Brian: Right.

Jack: Oh, I've seen people think that reports have to be 20 pages.

Brian: Right, the thing that used to be all the time and I still see people doing this, is their main opt in is for either signing up for their newsletters ...

Jack: Ah, their newsletters.

Brian: ... or for a free e-mail series and those are ones that have been tested and proven are absolutely just get crushed by the sign up for this solution to this one tiny little problem we can help you fix. This is something that will take you a few minutes to

read and will fix something that's been nagging you for weeks or months.

Jack: Exactly, and that opting can be something different. I will tell you right now what I've seen over the last few years. Three years ago you could put any picture of a book or report up there and attach a, "Free book, \$97 value", and that would get people to opt in.

Cause it's like look, I'm going to get this \$97 thing for free. Well, that doesn't cut it anymore. People know rather than assigning that value with a hard number of a dollar amount, right now we go straight for create the curiosity and anxiety. Create curiosity and anxiety so that they feel that you need to opt in to do this.

Attorneys used to say sign up for this free newsletter or whatever, personal injury attorneys, they're the ones. Why does anyone want a personal ... they're in pain, they're laid up in a hospital, let me see what this newsletter has to say.

Brian: Gosh, I see that all the time. There's this buddy of mine who is a cosmetic surgeon who did the exact same thing on there. So I'm dude, nobody's going to sign up to get a newsletter from a cosmetic surgeon. If a woman that feels bad about the way she looks right now, there is so much stuff that you could do that would just grab their attention, because we've got somebody that's willing to shell out 10 grand to fix something about themselves. They are in a definite pain point right then that you can just completely grab onto.

Jack: It doesn't even have to be volume. Remember thud factor. Thud factor was a thing 5 years ago, 3 years ago on the internet that people want a bunch of stuff. People don't want a bunch of stuff anymore. They don't want to sift through a bunch of stuff. I, myself, I'm more than happy to pay \$99 for a 1-page report

Brian: Oh yeah.

Jack: ... if it gives me the specific information.

Brian: I'd prefer that, just to strip out all the fluff and give me the one thing, because a lot of times these bigger \$500 packages, that's all they really are are huge e-courses, like some of the Facebook ones. They'll show you some, how to run Facebook ads, and they'll take you from the beginning, show you all these step-by-step how to set up a Facebook account and how to use Power Editor, when really the meat of the course, the whole hook of it, is how to use the audience targeting. You get this whole big \$500 course and there's about 10 minutes in there that was really what I wanted. Yeah, I would have paid \$500 for that 10 minutes and then happier.

Jack: Remodeling contractor that works for the real estate ... one of his most popular opt ins is a free on-line calculator to figure out ... get a ballpark of what it's going to cost to remodel a house; because he knows that that's a problem that a lot of investors, when they go to look at a house, they just want to be able to ballpark to know if it's even worth going further and getting someone out there to look at stuff. It's a free on-line calculator. That's an incredible pull.

Brian: Oh yeah, that's good.

Jack: It creates curiosity and anxiety. What's curiosity and anxiety? Do you want to know how to quickly estimate what your repairs to be, you don't want to make mistakes, that kind of thing; and that's what pulls people to want that. You don't have to put a value on what this calculator costs right? It's the result that they're going after.

Personal injury attorney's a big one that works well is, the 5 things that you must not do after you have an accident that could end up ruining your case or costing your case.

Brian: Right.

Jack: What does that do? Curiosity and anxiety, I wonder what those are and, oh, I don't want to screw those up right? So if you move away from just trying to put a number on there and go to creating curiosity and anxiety, regardless, whether you're doing a free report, a video series, an e-mail series, whatever it is, it's going to be a far stronger pull for you than anything else.

What we'll do is, in the series, we'll go deeper into these on actually how people create the different types of content that you can create to create that curiosity and anxiety but also a blog post. If you want a blog post to have the purpose of having someone opt into your list or to get into your funnel, it can't just be a fluff piece oftentimes. You want it to have a purpose that makes people feel that, wow, this person really understands my problem. They think they can help me. I need to learn more.

Brian: One of the things I see with the blog post also, other mistake I see, is they go complete opposite direction. Instead of being fluff, they make it try to prove how intelligent and smart they are.

Jack: Oh yes.

Brian: They go way past what they need to, particularly ... I notice this because I'm in the SEO world and I'll see guys that will put just technical dissertations out there that nobody else could possibly understand, particularly clients. Now if you're wanting to do it to impress other people in your industry and set yourself I guess as the smartest person in SEO to impress other SEO guys or a bunch of broke guys that you want to be worshiped by, by all means do that. But if you're wanting to business, you need to talk to people at their level of your customers.

Jack: I can tell you, SEO folks are some of the worst that I've seen because I don't know how many times that I've seen SEO talk to the layman about the back links, and we're going to do some back links and we're going to raise this score and we're going to go into her meditations and data and all that can be impressive to the right person, but I always use the analogy of if you know a really good card trick, show it to a dog and see how impressed they are.

Brian: Yeah.

Jack: You're trying to impress the wrong person with the wrong material. I know nothing about fixing cars, right? If I go to a car place and my brakes aren't working, all I know is I want to be able to press this pedal and my car to stop. If they come out well, you know, you ran out of your modulatoric filetor zone, we're going to get you this new ...

Brian: Oh they always ...

Jack: ... checkable stabilizer and we're going to, all right whatever. I don't know what, you know?

Brian: Yeah.

Jack: I'd much rather talk to the guy that says, here's what's going to happen, we're going to make sure that when you press that button, the brakes are going to stop.

Brian: Yeah, that's ... my AC in my car well I had to get that fixed. They told me all these things they had to do and parts they had to get replaced and the steps, and I said afterwards, okay when I press the ... when I turn it towards blue instead of red, is it going to be cold coming out now?

Jack: Yeah, exactly.

Brian: That's all I want.

Jack: So think about that, whatever business you're in, whether you are in health and fitness, if you are in marketing, personal development, any of that stuff, think about that one problem that you have a solution to that you can create one single piece of content and that one single piece of content can easily, easily be turned into a blog post, a free report, a book chapter, a video, all of that, but the main thing is don't focus on the mechanics of that, focus on that one problem, one solution and you'll be amazed at what you can turn that into.

Then, it's all about getting it out there.

Brian: Right.

Jack: Which I think I hear ...

Brian: Oh, oh.

Jack: ... my favorite song.

Brian: I see it coming.

Jack: The Authority Hack.

Jack: All right today's Authority Hack is perfect for what we're talking about.

Brian: Yep, goes right along with it to make this content easier for you to get out there and share with people with as little work from you as possible.

Jack: That's it, so that's when people say, well how do I get this ... I got the content, so let's say I make a video, I've gotten the audio taken out of it, I've gotten it transcribed where I've gotten written content. What are some quick ways, what's the minimum effective dose of how I can get this out there and start having it found? When people are looking for me or for what I do?

Brian: One tool that I like using a lot and I know some other of you have probably used it before is, IFTTT.com, it stands for if this, than that. If you familiar with it, you already know how to use it, if you're not, it's a website ... their claim is that they put the web to work for you. So basically you can connect different social sites and other different web sites and have actions that are run when you have an update of one of those other web sites. Almost they're called recipes.

You can do one, for example, that whenever you upload a new video to You Tube, it will automatically put a tweet out on your Twitter account notifying people about the video. It will update your Facebook page and it can send an e-mail with your G-mail account as well. So it can do all kinds of things like that.

It can also go through and bookmark the different bookmarking sites. You can do photos; when you upload a photo to Instagram, it will share on Facebook, or vice versa. There's all kinds of ways to do these things.

There's another one when you're using Spreaker which, this one is not connected to IFTTT, but has the same type of thing. You can have it set up where it will automatically ... it will strip out that audio and make a You Tube version of it, so you can just upload your audio right to Spreaker, have it available there for people to listen to, and it will automatically break it into 15 minute segments and create videos for it on You Tube.

Jack: Yeah, that's the thing of the IFTTT, I always get the wrong amount of T's in there.

Brian: Yeah, you have to think.

Jack: They call them recipes. I like to call them robots. It's almost like you have this little army of robots that go out and do this stuff for you, or things where you would normally maybe have a

VA that does it, you can have a VA take care of the stripping out the audio and the transcriptions.

Brian: Sure.

Jack: But, you don't necessarily have to use man hours to go and post all this stuff in these different places. When you set up these recipes or create these little robots, they'll go out and do that for you. You really do have an army working for you where you do something once and it goes and takes care of it and there's some remarkable things that come out of there. You know, you talk about how to repurpose your content, but PDFs, you talk about doing slide shares. There's all different ways for your things to be found in different formats that you can have set off automatically by doing this stuff.

Brian: Yeah, even little things just like you can ... when you update your profile photo on Facebook, you can have it update your profile photos across all the different social media profiles. There's just all kinds of things you can do because if you're like me, I'm almost always on Facebook. I rarely use Twitter or update those other ones like I do on Facebook. It's kind of cool to know you can do that, you can just create this little recipe one time, make it active, and then it just will do it from then on. What's cool, there's a whole lot of these recipes or as Jack calls them, robots already out there. Just on Facebook alone, there's 18,560 recipes dealing with...

Jack: Yeah, you don't even have to come up with them.

Brian: No.

Jack: You can take them, the people have already made them and uploaded, there's a library of them up there that you can use.

Brian: Yeah, so when you get to IFTTT.com you can just click on browse and there's a search box and type in whatever you want or you can look at the most popular ones and find ones you

like. There's a lot of good personal ones in there also, just like, if you're using Facebook more often, other stuff you just sync and have any kind of upload of pictures to Facebook, it shares it to my dropbox folder, uploads it to my dropbox folder. So you always have it there also. So, all kinds of nice things you can use it for.

Jack: Yeah, so there's your Authority Hack, making your positioning of authority much easier. You know one thing we'd like to do on this episode is to make sure that we leave you with actionable stuff, whether it's around mindset or whether it's around content creation so think about that, take an inventory of the content that you have out there and what you have that can be repurposed. That's actually one of the days, day 5 I think, in our 30-day Authority boot up that we have inside the Insider's program.

If you want to claim your authority and you're ready to claim your authority, then go to the [authorityinsiders.com](http://authorityinsiders.com). Join us. Membership, where we go through, have step-by-step training on positioning your authority. We have a Facebook group where you can network and get feedback and offer feedback to other business owners and professionals that are positioning their authority and you might just be surprised at the relationships that you build there.

Also, one thing that we've recently opened up, just because of popular demand. We have people that are out there that provide SEO services for businesses. We have consultants, people that are marketing consultants, social media agencies that are contacting us saying is there a way that we can use this to help provide authority for our clients?

I can tell you right now, Brian and I have an abundance mentality. We're not necessarily worried about their being too much competition. There's always opportunity. There's no way

we could service as many people that want to position themselves as authority and to get in a position that they're ready to claim their authority, so if you are an SEO consultant or a social media agency, local marketing consulting for businesses, go and check out Authority Insiders because we do have an agency option; because one of the things that we do is the opportunity to publish things out to our Authority network.

We have an agency option that has quite a bit more opportunity for you to be able to do that for, not just yourself but also for multiple clients. So go to [authorityinsiders.com](http://authorityinsiders.com) and check out those options and we have a lot of folks that are jumping right in and claiming their authority and moving past these obstacles that they thought they had to their authority.

If you know that your authority is something that you need to claim but you keep putting these, man, I'm going to do this as soon as I ... Whatever your laundry list of perceived obstacles are ...

Brian: Oh yeah.

Jack: ... we're here to remove those so you can go and claim your authority and position yourself as that educator and advocate for your client's success and bring them in and make them want to work for you, not because that you're the lowest priced, but because you are the authority and they want the results that they can get from working with you. Brian, you have anything to close out today.

Brian: Nothing huge today, just that I would like to see everybody in that Authority Insiders group on [authorityinsiders.com](http://authorityinsiders.com). Like Jack was saying, the thing that I hear most in people is just the, I'm not ready because of X. And that X is ... everybody has something different and that X is nothing but you being in your own way. The sooner you realize that the better ... it took me a while to get out of my own way with a lot of things and once you

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just do it, worry about the other things down the road, you're going to be better off.

Thank you everybody for listening today and for Jack Mize and Brian Horn, with Authority Alchemy, we will see you next week.

## RESOURCES

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

Episode 09 - Which "Authority" Are

You?: <http://authorityalchemy.com/authority-mindset-which-authority-are-you/>

Jason Fladlien: <http://jmflad.com/>

Perry Belcher: <http://www.perrybelcher.com>

Dave Ramsey: <http://www.daveramsey.com>

If This, Then That: <http://www.ifttt.com>

Spreaker: <http://www.spreaker.com>