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## The Authority Content Mindmap

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: Hey, it's Authority Alchemy. And this is Jack Mize.

Brian: This is Brian Horn, which you already knew,

Jack: Let's just dive right into this. We're going to keep going on our authority content series because we've got some really good feedback on this and folks out there putting together content. I always like to say, you know more than you think you know. I think people are proving us right.

We got to be careful what we say, Brian. This last week has really made us realize we got to be careful what we say because some people believe us and go into action, right?

Brian: Absolutely.

Jack: Man, I love seeing ... we opened up the agency, opened and closed the agency group. I've got some people that are just taking some incredible action in there. Also, we have people that are taking action on the creating the content that we've been talking about over the last couple weeks.

The last week we talked about actually coming up with topics. People that thought that they ... their brain was just blocked on, what do I talk about? How do ... they have this big picture of what they want this big book to be and then where to start.

Brian: It's overwhelming. They pictured the great American novel they're about to write and just get overwhelmed by that "I can't do anything."

Jack: Or they get started. People are very good at getting started, right?

Brian: The title and the introductory paragraph.

Jack: That's it. Then its, "Why don't we go watch some The Walking Dead now and I'll come up with the rest of it later." They're coming up with content. You show them how to get it transcribed and how to see it on paper and how to rearrange it. This week, we're actually talking about ... we're talking about how they can repurpose it in multiple ways. The authority hat trick.

How when you come up with content, just don't think about it as one, as just a book or just a blog post or just a report. You can do it multiple ways and then in a lot of ways a lot of people haven't even considered. That's what we're talking about today, is repurposing.

Brian came up with this content repurposing mind map we use. A lot of our clients use. I'm glad Brian came up with it, because I'm still ... it's so hard for me to ... I'm just not a visual person to mind maps. But you just make it pretty simple. Just so even I can get it. you'll actually see this that they can download if you want to look at the mind map, but if we're going to use that today to kind of talk through some of the ways that you can, not just repurpose it, but actually get to the tactical side of what to do with it, where to put it, how to use it.

Let's start off. What's one of the most common things that people can start with when they're creating content? Maybe they're not going to ... a book's too far, but what is one of the easiest way that people get started with content.

Brian: Most of these people are writing blog posts or articles, even when people write the long posts on Facebook; one of the really long commentaries on one of their posts on Facebook. I see that. It's becoming more and more popular that people are using that as a place to blog, but that's a-grade starting point.

Jack: So there, so you have a blog post. You've come up with a blog post. Most people that are listening to this have either written a blog post had an article ... written three blog posts, had an idea for a blog

post. You get that down, even if you've talked your idea and you've got it transcribed or whatever. You had your written piece of material. That's the first place it goes, as a blog post. That's one place that it can be found.

Hopefully, this blog post or article is you being an educator and advocate for your customers, your clients and your prospects.

Brian: Right, and solving one problem.

Jack: That's right, one problem, one solution. They post it on their blog. Now what's the next step? What can they ... what are they going to do next?

Brian: Aside from posting a whole thing and drop it all into Facebook, but then as far as repurposing, you can take that and make it into a slideshow; which is basically just like a PowerPoint presentation or keynote presentation. The way to do that ... you don't have to kill yourself with this. You don't have to make fancy graphics or anything else. You're just communicating information. Take each paragraph, copy and paste onto a slide. You're done.

Jack: That's right. If they go back to our presentations with Authority, they can get some good ideas. So we have their actually put into those and those can be put into a slide share. The whole concept of slide share is sharing slides, sharing slide decks of presentations, of just about anything, right?

Brian: Right. It's Slideshare.com. It's a social ... for you guys who aren't aware ... it's a social media slide where all this is uploading these presentations like this. People go through and view them and comment on them and share them and all this stuff.

Jack: And you can put a description on what it's about and that kind of thing. Rather than actually seeing your presentation live, they get to see the slide deck. Have you ever done a presentation where you've used the slide deck and you have not been asked, "Are we

going to get a copy of that slide deck?” “Are we going to get a copy of that PowerPoint?”

This is a great way. That right there, people that are always looking for some way to come up with an idea, that's how you do it. You've been to enough and people want to share. You know, “I ought to put a website where I can share slide decks.” That's exactly what they did.

Obviously, slide decks are also the core of doing things like webinars.

Brian: Absolutely.

Jack: It seems to be a natural thing, either taking the slide share or eventually turning it into a webinar or multiples.

Brian: For sure. Even like what ... if you do one of these a month, one article a month and have it transcribed and put it into a slide share. At the end of the month, you're going to have what, four, maybe five, of these done? That's going to be ... it's a nice little content rich webinar. You could do it just for your crew.

Jack: Then you could also do the inverse. If you have a webinar, if you've done a webinar, the easy thing to do is to chop it up and make several slide shares. Do one slide share or chop it up into ... if you're webinar goes over multiple problem solutions, whatever it is, you can easily chop that up into different ways.

I've done webinars that have gone on for three hours. I've done workshop webinars. Some of the things that we do where it's more of training, a paid training that we do on a workshop. There's these breaks in there. You chop that up and you almost can chop it into modules, if you will, and each one of those can be their own separate slide share host, if you will.

Here's the great thing. If you do that webinar or you do those, what do you do? You don't just have the live webinar, then say, “Thanks. Boy, that was good.” what do you do next?

Brian: You just record that thing.

Jack: You record it. Man, isn't recording ... who invented recording? It had to be Tesla or Edison or something like that, right?

Brian: These screen recordings are just ... it's just ridiculous how wonderful that is.

Jack: You think Tesla or Edison had that forethought and then one day people will sell.

Brian: That's it. That's all they were thinking about.

Jack: That's right.

Brian: Only, I think there was like, "go to telegram," or "don't go to telegraph." That would be ...

Jack: So you put it on a video, right? You have a video. Then, of course, what do you do with the video? There's a whole new social channel, right?

Brian: Yeah. You put it up on YouTube. Just like when you have your little slide decks. You sit there and record your screen using a screen share or any other ones, and you just talk and read it off and you're done. You've got a little video ready for YouTube.

Or what we like doing also, particularly with these ones that have a lot of text in them, is uploading right to Facebook. Now when Facebook auto plays these videos, people are going to see your content right away. It's not just a talking head. They're going to see your written words. If it's something that is compelling to them, they're going to press play and listen to it. It works great on Facebook right now.

Jack: Here's the one thing with videos ... and I know we're going to have a ... we have it on our white board, our list of episodes is Authority with videos. But I think it's important for us to make clear right now ...

Over the last few years, it's almost just garbage videos that people put out there because they want it for traffic. They think it's the YouTube backlinks and then we actually get to the video, what is it? It's just crap.

Brian: Yeah. Absolutely.

Jack: It's nothing. So don't think of these as back links or SEO, gimmicks or anything. Make sure that your videos have good substance. Maybe make sure you solve a problem. You provide a solution and it's good Authority content, because one of the things that I never think of anything as a back link. I remember when the big blog networks, where you just create all these feeder sites to go back to our money site.

I always thought, why can't each one of these feeder sites be a money site? Forget back links, every one of these places should be its own standalone compelling message.

Brian: Uh-huh (affirmative.)

Jack: Sell you, sell into your funnel. So you, as that authority as an educator and an advocate. Don't think of any of these things as just leads and links. Make sure they stand ... because, do you really care if people call and spend money with you because they came from your website? I could care less. If they call and spend money for me and they hadn't seen my website yet, I'm good with that too.

Brian: Yeah.

Jack: I'm not picky.

Brian: Yeah. Oh, you haven't seen my website? I can't help right now. I spent a lot of money getting that header done on my website.

Jack: That's right. You saw my slide share? No. I'm pretty selective and until you see my website. Make one that each one of these its own standalone compelling message and educator advocate piece.

Brian: This is what excites me about repurposing. People, when they get it, they go, "Oh, my gosh. I just have ten times more content than I thought I had." Because when you have those videos, you chop up webinars into modules or sections or whatever, you now have what a lot of people come to us about is they understand about ... they get their Authority landing page together, they get their content, they get maybe a report. The next thing they want to know is, "Now what do I do with them after they hopped in?"

Jack: Absolutely.

Brian: What do I send them?

Jack: Yeah, we get that a lot.

Brian: One of the easiest ways to do this is to create a mini course out of this stuff. Take those videos and each one of those videos becomes a module and standalone. Just like you take those slide shares, save them up over four weeks to make a webinar, you can also take those up to make individual videos to be part of a drip sequence in your auto responder.

Jack: Right. Yeah.

Brian: There's places like ... lead pages is one. You want to think about, if you were looking to be MacGyver your business ... Terry Wilkerson is the one that I think introduced this concept. If you had lead pages and a PayPal account and Webber or icon account. You could be in business.

Jack: Oh, yeah. The lead page is amazing.

Brian: They actually have a template in there specifically for mini courses, where you can put video mini course.

Jack: For videos, I think is what it's for. It looks sharp.

Brian: You come up with videos, put them on YouTube, put them on lead pages; you've got a mini course that you can send out with this same material.

Jack: Yep.

Brian: That we talked about, videos aren't just visual. What's the second part of videos?

Jack: Audio.

Brian: Yeah, I love audio. Hopefully, I think everybody listening to this likes audio since they are listening to audio as we ... what are some of the things that you could do with audio, I wonder?

Jack: No idea.

Brian: You take that video and you strip out the audio. There's free software that does that. This is easy stuff. Does YouTube just let you strip off the ... I don't know if they do or not, but there's several.

Jack: There's free things you can strip it out of. There's audacity, you can strip it out. If you've got a MAC, you can. Garage band.

Brian: There's so many things that you can use to strip out audio from the ... you turn a video into an MP3, free video converter software. You can take an MP4 and convert it into an MP3.

Jack: That's funny.

Brian: Whatever it is, strip out the audio and then you've got your audio ready to go. Some places you can upload it. I like using sound cloud, is the good one. The reason I like using that one is because they do have their own ... its own social network there. You can embed a sound cloud link, when you embed it into Facebook; it lets you play that audio right from Facebook. Other places, you have to go off of Facebook. Facebook doesn't like it. They don't play it as much. They like sound cloud. You can play it right there on

Facebook. They can just click it right there and listen to your stuff. You don't have to leave. It works great.

Jack: You know the question is going to be from people, "How can I listen to your podcast like that?" We want you to come to our site.

Brian: Yeah.

Jack: We're tricking you. We want you to come to our website.

Brian: So you've got sound cloud. You've got Facebook. Obviously, there's the big daddy of them all that you can do with the audio. This is something that people don't consider sometimes, podcasting. When we say "podcasting," most people think podcasting is being like this ongoing, never ending blog, that, "I got to come up with every week," the content.

When we were first considering, I remember sitting in the Tampa airport, when we were thinking about podcast. The first thing you think of, "Man, how do you come up with content for something every week." Then it was like, "Should we only do one a week?" We've got our little ideas for shows.

Jack: Yeah.

Brian: Before you even get close to running out of ideas.

Jack: A podcast can also be a finite series.

Brian: Yes. Seth Godin did one. He has one from the top marketing ones that's his Seth Godin school of whatever. But it one that has, maybe, 18 pieces to it and that's it. It sat there for a couple years now.

Jack: Yeah. That could be ... so it could be a series. Even if you're doing a podcast. Let's say you're interviewing people. I'm sure all of you have seen interview series. David Frye made those famous, interviewing people in different series. You can actually do a podcast with a finite number of episodes, five episodes, six

episodes, and ten episodes, whatever it is. It can be, that's what the podcast is. It sits there and it's almost like a course.

A lot of people think that podcasts have to be this perpetual, ongoing thing that if you stop, you've abandoned it. No, there can be a definitive end. What's even great if you define it and it's in your description. This ten part podcast for your ... this particular series. You want to talk about a place that is ripe with traffic in its own search engine for people looking for information. If you're going to put something out there and you're looking for new folks to just see what you're talking about, a finite, five parts, and six part podcast is a perfect way to get people to hear what you have to say.

It doesn't even have to be just audio because they do have video podcasts as well. When you think about podcasting, kind of open up your mind and don't think about it as something that you're committing to forever and if you stop, you've abandoned it. if you start out with, this is going to be five episodes and you define it that way, you say it in the description, you've created a perfectly logical and reasonable and probably very effective way to communicate your problems and solutions and demonstrate your authority as an educator and advocate.

I like that. I want to hear back from people that ... you know, I bet you there's people right now that just had that V-8 moment. Like, "I never thought of that. Okay. I can do a podcast. I don't have to commit to it forever."

Brian: The thing about podcasts that's really good also, as opposed to any other medium. Not just podcasts, but audio, is people listen to the whole way through because they're doing ... they're listening to it as they're doing other things, as they're working out, as they're driving, so they're not fast forwarding so they're attention isn't somewhere else. They are at the desk and playing on Facebook or reading an article and skimming through the bottom. They consume the entire thing.

Our rates on this show when people listen to it, they listen to the whole thing.

Jack: Because they don't have to make time to listen to it.

Brian: Yeah.

Jack: Like they would have to make time to watch YouTube videos or something like that. They don't have to make time. What they think is, "Oh, great. I've got to drive 30 minutes. I got to go to work. I get to listen to this podcast." I think that is one of the really, good unique ... people used to say that about audio books. Do they even have books on tape? Who has tapes in their car? I don't know.

People would do that. They would call the university on wheels, right? Learn while you drive.

Brian: Same thing.

Jack: That's what podcasting has become for a lot of folks. I'm sure we'll do an episode specifically around that as well. The one thing ... it's a double edged sword. It's bitter sweet. I call it the cultural train wreck. Often times, I don't want to look, but I have to. The pictures on Facebook and all that. Tell me what is that term come from?

Brian: I have no clue.

Jack: Somebody will say and I'm sure it will make perfect sense.

Brian: Yeah. Somebody should really create a website where you can go in and type questions and it'll give you answers back.

Jack: I know. If it could just be a simple box to put your question in and it would give you an answer.

Brian: You could type in, "What does A mean," and it would give you an answer. That'd be awesome.

Jack: Me, I'm lucky. I've avoided saying that word. I don't think I've ever said that word out loud.

Brian: Yeah.

Jack: Because I'm always afraid. Just like "niche," whatever.

Brian: If you say it wrong.

Jack: I can just see standing up in front of a crowd of 1,000 people. Then, of course, there's the memes, you know? My mom, her grandma's name is Meme and it's spelled just like that. She calls and she goes, "What are all the memes people talk about?" The power of memes.

Brian: That's the other way you can repurpose the content is to make a little meme or an info graphic out of it. Obviously, you put it on Pinterest. Facebook, pictures are so powerful there. Those get better interaction than anything else as of the time of this recording.

Jack: That's the one thing that really surprised me. I can put a picture up there and it just is, hands down, gets better engagement and better activity than videos. People always say videos, but for some reason on Facebook ... and I don't know if it's because of this microwave society that we live in that people just want to, you know, nope, not quick enough. Unless it's something really viral that people are like, "You gotta see this."

If you say, you gotta see this, it better be something good right? How many times have you been irritated when people say, "you've got to see this." And you're like, "What was that?"

Brian: Get to the point fast.

Jack: Look what fluffy did? No, I don't gotta see that.

Brian: Unless it's attacking a toddler while she's lighting a sparkler and all kind of cool stuff, it's not ...

Jack: Yeah.

Brian: I don't got to see it.

Jack: That's why these images are so ... they are quick to make and they can be powerful. They get shared more than just about anything, right?

Brian: Absolutely, you can do with this a couple. You can create one that's really more of a helpful type one. If you can really communicate a key point in your article through a graphic, that's a good way of doing it. If not, just doing one that's kind of like what we do for the album covers for each one of these shows. We'll make some kind of interesting visual representation of it and then actually go back and listen to the article or listen to the podcast or consume the content in some way. You could do the same thing with your ... with each of these also. It can be something to grab attention to pull people back into it. Or it can really just be to communicate it.

Jack: The images. One thing I want to point out about the images, which is really interesting. One thing that we've been noticing, especially with a lot of the Authority folks and especially at the agency and people is sometimes they go overboard on the logo images of the as seen on.

Which is great. You use them in the right places and subtlety. There are some folks that make the whole thing the image. I think it was Carrie Wilkerson that pointed it out one time. If you go too overboard and put a picture of your book or something on there along with the message, it gets less because people automatically perceive it as an advertisement.

Brian: Right.

Jack: Where if you use these more as being the educator and advocate ... remember, that's the whole thing about Authority. Authority is not about marketing. It's not about sales pages or copyrighting. Authority is about positioning. A lot of people don't realize that in positioning, you don't have to necessarily have a call to action.

What you do in Authority is what we're doing is creating the curiosity and anxiety and desire to know more about what you are. Then they'll go search out and find your thing. You could make it easy for them to find, but just be careful about that when you are doing it. The means is to have what traditional marketing would be a call to action. You'll get a lot more sharing and engagement when you don't have that.

Brian: Yeah. This is not the place you want to put the free guide.

Jack: Yeah. At the bottom, "go here to download a free guide or "subscribe to my newsletter here," at the bottom of it. It will take all the coolness away. You remember back in the social network, Facebook, that something said it needs to be cool. As soon as you make it not cool and put advertising it's not cool. This all has to be cool. You don't want to make it an advertising piece. It's your job to show that you're an educator and advocate or just the cool guy.

Brian: It is. It's about positioning. I just said "niche."

Jack: Uh oh. Niche.

Brian: Put a quarter in the jar.

Jack: Let me translate that for the folks who are not from Texas. Niche. For the people who don't live in Texas, it is niche.

Brian: That's the graphics, but at the end whether you're this person or not ... we've talked about before the different ways the people consume and communicate through video and audio and written word. There's also people that, hands down, would prefer to read something versus listen to an audio or watch a video.

A lot of things that people still do is you get your guides your reports, free reports, free guides. I will say "get your free report," has kind of lost some of its panache, if you will.

Jack: Panache?

Brian: Can we say that in Texas?

Jack: Panache. I don't know.

Brian: What people want is information. here's the beautiful thing about it, before people would ... how many have you have seen when people give away this free report, the most valuable part that they push is how many pages it is.

“Get this free 250 page guide.” Here's what I really love is now, I think, people are actually seeing value in just free, two page or four that tells you exactly. Its only two pages and it has this information. one of the things that I really love is now it doesn't have to be in the standard, old school, e-book, Arial 14 point font, where the first page is nothing about, “you better not steal this, you son of a ...”

It can be actually one of the things that we do that makes it really look nice is if you do take a nice PowerPoint or keynote template and just save that as PowerPoint a PDF that they can make ... is a great free guide with the most important bullet points on how to do something. Remember one problem, one solution.

There's another one. It sounds like I'm putting an ad for lead pages, but they had a great one. One of their top converting reports was simply; “How I do this ...” it's like a three or four page report that's pretty much more of a visual guide. A lot of people that are doing that now are, I think, market-o and hub pages. Most of their reports now are more the PowerPoint or presentation mode saved as a PDF.

But you can't do the text one and a free guide does not just have to be a PDF that they download off your website, right? There's other ways that you can get people to find your information. Similar to slide share, what do they do with the written guides? What can they do to get that information to other people?

Jack: If you're going to get someone into your auto responder sequence, rather than saying, “Hey, put in your email here and you're going to

get stuff from me for the rest of your life.” The better way is to describe what the problem and solution that you’re going to do. When you do that, as a mini course, there’s no reason that you can let them know that you’re also going to be getting other updates from me as well. Just to be clear on that.

I think James Franco does a really good job of that when you opt into his stuff. He says, get this benefit, this thing along with updates of whatever. Just to be clear and to let people know that they can continue to communicate with you. It’s much more powerful than just my newsletter.

I look at it, especially on local businesses. The local businesses that have newsletters like restaurants, skating rinks. What is it, Skating Weekly? Here’s what’s latest in the world of bearings and wheels. I don’t know what I would get from these places. Instead, if you have a problem solution, then you can communicate with them.

That’s the auto responder sequence, which I know we’ll be doing more on that stuff because that’s what people want to know about, following that up. All of this stuff can wrap back round to what we started talking about, the people that people think is the first thing they need to do is write that book.

Brian: Right.

Jack: What can all this content end up after you ... meaning, you use this. But even after you use this and you get the mileage out of it, what can you still do at the end of the day?

Brian: Still put it all into a book.

Jack: That’s it. It’s one of those things that before you know it, wow, I got a book. That’s what I thought I needed at first, but then I started doing this other stuff. By doing this other stuff, I got enough information for a book.

Brian: Yeah.

Jack: At least the core of it, right? Just think of all the stuff we just talked about now. If you go back and you write, say for three months, an article a week. I could get twelve articles, you're going to have twelve different videos. You have twelve episode podcast. You have twelve free guides up there. That will be a full twelve newsletters. You're going to have a twelve chapter book. This is doing one article a week. That's very, very doable for everybody. You don't have to ... you have your book materialized in a week or two weeks. You just do this over the course of a few months and it's going to be just as a side result of marketing that you're doing and putting out that content for your prospects.

Brian: Don't you wish you could paint your house that way or something? Hey, look it just got done.

Jack: Yeah. The thing that I thought was going to be a chore got done.

Brian: This is really about motion. It's about movement because so many people get paralyzed by the thought of what do I do next? I said it many times before, the donkey that starves because their staring at three piles of food trying to figure out which one to eat. Pick one and go. You can always adjust. At the end, you can say, "Wow, that was easy. I'm going to do it again."

Jack: Yeah.

Brian: If you start watching, people that you follow for any length of time, people that you follow for a few years. I'm talking about Seth Godin, you're talking about. You'll see the pattern of them doing this and then doing it again and again. Where all of a sudden, they have this series or theme of something they're talking about and you see how it all culminates and ends in something really special that they probably ... it was a lot more effortless than you think of them putting it together because they did it in these special pieces. Which, by the way, is ...?

Jack: Here it is.

Brian: It's coming.

Jack: Yes, the Authority hack. What is our Authority hack that applies so perfectly to what we've been talking about today?

Brian: I'm going to give people some tools to make this repurposing process a lot easier. We talked about some early on and we have these on the blog, so make sure you go and we have links to each one of these. We have several ... there are some tools that will convert blog posts into e-books. You don't have to do anything. You just put it in your blog and it will automatically print those and make those into your e-book for you.

Once you have your ten, twelve, how many chapters you want in your book done, you just go there, put it in, press a button and you've got your book ready to go. I like press button. I do it too.

Jack: The minimal effective dose. Does this mean that it's going to be a perfectly beautiful book that these people spent months? No. It gets the job done over you not doing it because you're wringing your hands about how to get it done. To me, it's a great way to get one of these out very, very quickly.

Brian: Really. And the people that you want to get this are going to be more interested in the information.

Jack: Right. We've got people still that look at our stuff or anybody else and there's always been somebody who will put together a great piece of content with ... well thought out and conveys information and people can use it. There's always one person who will say, "You used this grammar wrong in this one sentence." There will be the one thing that they see. Or they'll see, "The lighting is a little dark in that video," or "Your microphones are a little bit pitchy."

Brian: Yeah. That's right.

Jack: "I would love to listen to you, but you know what, you need more Dolby. You get more Dolby, I'll start listening to you."

Brian: That happens all the time. You're going to run into it no matter what. But the people ... like I say, you just want people to enjoy and consume your content. The easier you get that out there, is better. You can't always ... you can get this stuff done very inexpensively, outsources also, but for those of you that are not wanting to do it. Just want to get it done. This is a great way just to get it done.

Jack: Yeah. That's exactly it. Where's the excuses? Hopefully we eliminated some excuses, right?

Brian: I think we should have.

Jack: We love your feedback. Let us see what you're doing with this. Let us see the content you're putting. We love seeing the results of people putting this stuff in action. It really fuels us to keep coming up with this and putting this stuff out here because it also helps when you let us know this.

Sometimes we get blinders on to we think something is second nature that we've been doing so long. You know what? We skipped this part that people really want to know how this works. Even though it may be simple to us or a simple solution, it could be one of those v-8 moments with someone else that is struggling with this or have some perceived obstacles.

We love getting your feedback and seeing the results of what you are doing with this. Go out there, start taking your content. Start sharing it out here, positioning yourself as the educator and the advocate for your customers, your clients, your prospects and you will start seeing the results very, very quickly as people start seeing that you are truly up to something and someone that they can look to to get the results that they're looking for.

Brian: Yep.

Jack: Any last words here for today, Brian?

Brian: One last tip on the content piece. It's something that I did before. Not with our Authority stuff, but when I was doing some stuff with SEO. One thing that would help me get the content out, I would go to a site like an I-write or something like that. I would pay \$10 an article and get five to seven articles written at once.

I would say, "I want to talk about this particular thing. Here's five different articles for it." It was easier for me then, once I would get that back and have something written already to go back and put my personality into it, add to it, add other stuff to make it cool. Other than just ... then you're never staring at a blank piece of paper. You've got something ready to go already.

Jack: I know we're going to do an episode on this some time in this series around using outsource writing or even private label write stuff to use. Not just put out there, but to give you that inspiration. Use it for inspiration, rather than that. That's a perfect way to do that. Nobody like staring at a blank page.

Brian: No. That's why I say, for those guys to get started is the hardest part. Go to \$50 and go to i-write or some other place. Get somebody just to crank out five topics or five, 400 word articles, and you go back and put your own little personality into each one, twenty minutes or so. In a couple hours, you've got a month's worth of content done and you can start repurposing.

Jack: That's it, but that's the whole point. Get it out there. Get it out to a bunch of places and that's how you get started with Authority marketing. Getting your name out there as that authority.

Beautiful. Folks, we love hearing your feedback. Give us your feedback. We will be back next week with some great content and turning you into that authority alchemist. We'll see you next week.

## RESOURCES

**Authority Content Mindmap (optin required)**

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

SlideShare: <http://www.slideshare.com>

LeadPages: <http://www.leadpages.com>

AWeber: <http://www.aweber.com>

SoundCloud: <http://www.soundcloud.com>

James Schramko: <http://www.superfastbusiness.com>

Iwriter: <http://www.iwriter.com>