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Adding Authority To Your Content

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 and Jack Mize.

- Jack: It is time for the Authority Alchemy Show! That is the most uncomfortable part of this whole show is when we start off ... Then we get started and then we move on ... They can't see me dancing ...
- Brian: You do it so well, I would hope at this point that they would know that they are at the Authority Alchemy, or listening to the Authority Alchemy Show ... We paid those professional people with cool voices a nice little penny to tell everybody for us each week.
- Jack: You know what we should add to that? Applause. That would make it easy, that way we can open up with, "Thank you, thank you, thank you very much, thank you very much indeed!"
- Brian: Little known fact, those people are here in the Authority Alchemy studio with us, every single time they do that live. We just put them in the closet now so they won't bother us during the rest of the show.
- Jack: They are good.
- Brian: We have got a full band in here ...
- Jack: It is like they say ... It is like they make it sound fresh every time.
- Brian: They do.
- Jack: Today ... We have been talking about authority content and doing our authority content series and we have seen some great things that people put together for their content and some that is really impressive, things that we have not thought about ... We have

seen people have actually done their own mind maps, which is, to me, impressive ... Still, it drives me nuts, I start a mind map, I put the one square, and then I go nuts trying to link up the lines ... "Does this go there? Does it go ... No, it needs to go there ..." Then they all go ... It goes crazy on me. I am not the most techy person but I have seen people that are doing some really good mind maps.

I have seen some people doing some really good graphic images, just some really cool creative things. That is the one thing ... We always encourage you, and we give you suggestions ... I want to make sure I put a spotlight on the word suggestions. We encourage you to color outside the box, or outside the lines, (laughter).

Brian: Going outside the box, (laughter).

Jack: That is why I got in trouble, I colored outside of the box ... Onto the desk, onto the wall ... Color outside the lines ... We encourage you to color outside the lines. Remember we are just telling you a way, not necessarily the way. With whatever you do when you are putting this content together, you go back to the core principles that we have of Authority Alchemy ... If you make the core of this to be the educator and the advocate for your customers' success, it is hard to screw it up. If you go into it with that mindset as you are creating content, you are going to come up with great content that can position you as an authority.

The other thing is, micro-specialists. That is one of the things, you go back and listen to our micro-specialization episodes, it is still one of the biggest roadblocks that we have with our clients, getting them over is that they want ... "But I do this, and I do this, and I do this ..."

Brian: Yeah.

Jack: It is like, "Okay, you do not have to not do those other things but pick one to do some content about." That is where you are going to speak to a person. If you go to a party and somebody asks what you do, don't you figure out what type of prospect they are before you start spilling everything that you do?

Brian: Yeah.

Jack: You only talk to them about how you can help them, you have to have that micro-specialization. Then, the I Help Versus I Am, that is one of the most powerful exercises that we do with our clients is we ask the question, "What do you do?" People generally start that reply with, "I am a ..." or "I own ..." or "I do 'this ...'"

Brian: Yep.

Jack: Which gives them no other choice really than to continue that statement in it is all about them, versus when we require them to say, "Answer that question again, but this time you are required to begin that sentence with, 'I help ...'" Which forces them to make it about their prospects. Putting these little bumper guards in forces you to do things as the educator and advocate. One of the things I have been saying for years, it is not about calling yourself the expert, it cannot be about that, if you are the educator and the advocate for your customer or your prospects' success you no longer have to call yourself the expert. The people that see your content, the people that are watching you, they will be the ones to call you, "The expert." That is the quote that Forbes put in their magazine last year for me, that is where I got that Forbes quote. That exact quote right there.

Brian: My first article I got, I was brought on as a writer at the Huffington Post, write about authority marketing ... that is the same thing I talked about then in part of my first article ... That same exact thing.

Jack: That is it. Alright folks, here is a lesson ... What did we just do there?

Brian: We just got you with something.

Jack: What did we just do there? The use of the humble brag. Was that your term? Should we copyright that?

Brian: I think that came from somebody else because I saw it was actually in ... There is an urban dictionary, it is in there.

Jack: A humble brag?

Brian: Yeah, so I am sure I heard it from somebody.

Jack: It is a derogatory. That is the thing, humble brag, maybe it is a different variation of name dropping, but not as annoying.

Brian: Right. This one is just about in your content you can add authority by dropping in little pieces. If you have had a book that has been a best seller, you do something like we just did ... "In my book XXX, it hit best seller, I said 'this' and that is still true today because of ..." You are not bragging about, you are not asking for it, you are just referencing.

Jack: It is an aside, it is a 'by the way ...'

Brian: Yeah, by the way, that is a good one.

Jack: Yeah that is what it is, it is a 'by the way ...' Some people sneak those in. I used to do it as a good, the parodies, if I was to say, "You know Donald Trump, who happens to be a very, very close friend of many years once said ..." It is all how you say it.

Brian: Right.

Jack: It is easy to sneak those in there, whether you blatantly say, "I had a best seller, what do you say to that?" It is a way for you to put in there because the 'by the way' also elicits the, "Oh really? You had a best seller? Tell me more about that ..." Then they are asking you about it, you are not inflicting it on them. The last thing you want to do is go to a party and have people that inflict information about themselves on you. You are like, "Man I think you ... Did I ask?" You know those people that answer questions that you never asked.

Brian: Yes sir.

Jack: That is is. The humble brag gets you to not be that person. The other thing is, and I know we have mentioned it some times before, quality. Quality does not have to be gaudy, flashy, or fancy ... When we say quality we are talking about images, video intros, bumper type music, even like for the thing ...

Brian: Right.

Jack: Let's talk about use of high quality, and guess what, if you use the best quality you are capable of, sometimes that is not to use it at all, (laughter).

Brian: Yeah. There is a lot of blogs that even a lot of your top people are using right now, are very clean, they are very basic, they are black and white, they do not have a fancy design graphic at the top, they are clean. That is high quality.

Jack: Exactly. It is Apple.

Brian: Yeah, it cannot get more basic than Apple does.

Jack: Black and white, right? When you go to a blog where it is some kind of crazy gradient wallpaper that they grabbed off of Microsoft Publisher from 1998, that right there is When we say quality it

does not mean you need to spend a ton of money on the Photoshop and doing high quality videos, it means if you are going to do it, make it high quality. If you cannot make it quality, do not put it in there.

Brian: Even ours on this Authority Alchemy site, it does not have a ton of graphics, we went the Apple route. We have a couple of colors, black and whites and we have that one little shade of blue that we use, and that is about it. We do not really have a big fancy header on the content pages at all, it is very basic.

Jack: Yeah, it is minimal.

Brian: Yeah.

Jack: Remember the cars? What was it ... I have not seen any lately ... What were those cars that almost like turned shades when you would drive by them, from the green.

Brian: Paint, yeah.

Jack: Did you look at that and think, "Wow, fancy."

Brian: (Laughter) "That person must have a lot of money!"

Jack: It always reminds me of when ... Do you ever go to the flea markets and you see the boom boxes that have like 500 buttons on them ...

Brian: Oh yeah.

Jack: You are like...

Brian: I have been to the flea market, I have seen ... (laughter). That is always what my family does on weekends.

Jack: Yeah, the flea market.

Brian: They go hustle the ...

Jack: Nothing like bartering. You want to scare someone bartering, go up in price ... "How much is that?" "Fifty" "Sixty, I'll give you sixty" "Huh?" I am going to take us way off subject ... I did that, I was at an ice cream place ... Took my son to an ice cream place, Baskin Robbins 31 Flavors, this was customer service, I walked in there and the lady behind the counter just stared at me ... She was just staring at us. It is uncomfortable. You are waiting for them to say something, I finally said to her, "Are you ready?" She said, "Yeah." Then I followed up with, "What would you like?" She was just confused.

Brian: (Laughter) It was like her head popped.

Jack: That is it, that is quality. Back to high quality. If you are doing images, what is the biggest crime we see people do with the images? It is the stretched out, the people that do not understand ... Not that they know but there is a big difference between cropping and resizing.

Brian: Yes. We made this image 250x250, yeah but it was 250x10 before, (laughter).

Jack: Yes, then you get sideshow mirrors. Video intros ... No video intro is better than bad video intro, or inappropriate video intro.

Brian: Inappropriate is a good one. We have a local pizza parlor and they go and buy a five and get one where it is a picture of the earth exploding and the whole universe is coming around one central thing and that ends up being your pizza place because it looks cool.

Jack: Figure out a way to fit this in, it looks really cool.

Brian: 20 seconds long.

Jack: Yeah and the bumper music ... We have listened to a lot of podcasts and a podcast with no ... I like to think that ours is high quality ... We thought it had the cool factor, we were like, "Oh that sounds cool." Then you have some where the people are like, "No, I am going to do it myself."

Brian: That didn't work.

Jack: It gets bad ... It is great to have these elements, they add authority, but they can just as badly distract from your authority if they are bad or just low quality. We say that high quality sometimes equals absent from what you are doing unless you can really do it with high quality.

Brian: Right. Also a good thing to think about is remember it is not for you. The cool video intro is not because you think it looks cool, it is to brand yourself. You really have to ask, "Is that making this content better? Is it extending my brand as opposed to you like and it is fun." We can all be guilty of that. We love little self-indulgent things and it is fun seeing our names and wizzing bullets flying out of a machine gun and writing our name on a wall ... That is good but it not necessarily what your customers and your prospects are going to want to see.

Jack: We have got the high quality.

Brian: Yeah.

Jack: Here is one that is big ... This can also be part of the humble brag because you can do this in different ways, but cross promote your content. What does that mean when you cross promote your content? Last week we talked about all the different slide share places you can put on, the docstock, the videos ... There is no reason that each of those elements can cross over.

Brian: Yeah, in your blog post, you can mention, "I have this one slideshow on this particular topic and here is where it is at ..." You can link people, you can refer to a video. "On a video I did about XXX I said 'this...'" and have that link to your YouTube video. You are showing people you have got content all over the place. Get them consuming different ... Get them on your YouTube Channel, where it is just showing them you are a content producer.

Jack: Yeah, that is the one thing. People think that is just YouTube optimization, you put your YouTube video on, you want to make sure you link back to your site. Some people do that for SEO, but why not let people know, if they like the video, "Here is where you can find a whole lot more ..." One thing about YouTube is, it is a double edge sword. It is great for getting people to discover what you are doing, but the reason they discovered you often times is because you are a distraction from what they originally went through.

Brian: Right.

Jack: I do not like necessarily to have a bunch of distractions, that is why one of the first things that we like to do is put a link to our site that is our real estate, "Here is where you can see all the other videos and everything!" And have those more embedded on those sites. There is not reason in other types of material, other content, not to point people to your YouTube channel every now and then. I know that YouTube, that is what they are really after is to turn that into its own social media with the content and the comments and all of that, but to me, it is still a really big distraction when people really want to see videos.

Brian: Another way of doing this is to embed that video. A good way of doing that ... If your topic is about ... I still know more about SEL than just about any other topic outside of this authority stuff, let's say you had a SEL site. The article you were writing was about

links from big authority sites. Down at the bottom maybe you have a video where you talked about another method before, get on guest blogging, which is one piece of this, but you can actually embed the video of a video you did previously about how to request guest posts. That can be put down at the bottom, that is a good way of doing it so it is not a video of that exact article, but it is a follow up point about what you talked about in that article. You have it down at the bottom, that is going to keep people on your page longer and consuming your content more.

Jack: Yeah and that is what it is all about. Consuming, seeing you being the educator, and advocate. Here is what I want to spend some time on because a lot of people ... One of the big mistakes, and I call it a mistake, but it is also one of the reasons people first get interested in what we are doing, is around press releases. Press releases is how we stumbled into this authority marketing originally and the benefits outside of what we thought they were. Here is a great way to do that cross promote content in different formats. One of the ways that we have done it is when we did the Watch the Authority Alchemy Show, we did a press release around the Authority Alchemy Show, we also did a CNN article.

Brian: Right.

Jack: The one thing that we could have done there that we have done on other things and things we can do with our clients is when you are on CNN you can then do a press release announcing your article on the CNN site. You can do a press release! Press releases ... Authority press releases where we talk about the anatomy of authority press release episode gives you ways to spin those stories and create very interesting authority position press releases and often times that is because our clients cannot think of something that they have authority in. We can create that. Often times you have something very appropriate to use a press release for that people miss out on.

One of the things that we do, and those of you that are SEO followers, you definitely know about the hub and spoke of SEO wheels, of link wheels. You can do something similar with that with your authority content if you have something ... Like if you do a radio spot, let's say you do a 10 minute radio segment somewhere, say you have your book out ... Whatever, even if you put out a new blog post. I did one when I originally put out the YouTube control wizard to control YouTube. People would think I just put out this piece of content, then you can do a press releases announcing that you put out this piece of content in a very non-marketing way, but really you are talking about the news of the problem that it solves.

When we did our original intro for Authority Alchemy ... Authority Alchemy: New Show Tackles the Taboo of the Create Authority in a News Way. You can continue to do this. What happens is it builds on each other and you can keep rolling that around. A press release announcing ... We do that with our best selling authors that we do the Authority Kick Start is one of the first things that we do is we put out a press release announcing that the book is going to come out, that has not even came out. That is a way to get that authority of being an author before you are even an author. They get that within 24 hours of them signing on with us.

Brian: Yeah. It sounds so cool to say, "So and so just signed a book deal and they have a book coming out." It is very impressive.

Jack: Yeah, it is! It is accurate and it is what is happening but it is positioned with authority. The next thing is, the book comes out, you can announce your book is release. The next thing is you do a best seller campaign, you announce when the book is a best seller. That is a way that you can use the press releases very strategically. Here is the thing, a lot of press releases, because you do not have control over how long these news outlets will have your content, your story out there, because they recycle

their news, is you take that and then you can place that on your own site. We often talk about people creating a news room on their own website. What does that do? You are cross promoting, you put that on your website which is essentially the press release, but it is another place for it to have a home that it can always be seen, even if the news agencies recycle that news that you can always say, "Here is the article that was seen on CBS/ABC/whatever, that they use."

Brian: What I like doing on those, and this is, forgive me for the SEO heading, I like to put it on my site first and then the PR piece links back to that original article, makes it the source article and gives it some strength, it is a good little way to do it.

Jack: That is exactly it. If you publish a story, and let's say that you did a 10 minute radio segment, the way that this builds on is you do a 10 minute radio segment, you do a press release, your name appears on the X show about this information. Then you can take that radio segment often times and embed that audio on your website, and on your website you can talk about, "Listen to this audio," that was also quoted because you take quotes from that interview that you did and put them in your press release to where now you say, as quoted, parts of this was quoted within whatever ... The CBS sites, whatever sites that your story about your radio show came up, and you see how this builds on each other, it is really cross promotion but it creates a web of authority ... Hey that sounds good!

Brian: Going to have to start buying all of these domains, (laughter).

Jack: Yeah. There is never-ending opportunity to use these tools of authority to cross promote ... A talks about B, B talks about C, C talks about A again ... You can keep that going for a very long time. When we do videos for our folks when they have a story comes out, we also do a news video for them. That news video

can point back to both their site and an original story that was talked about them, then there could be another story saying, "Here is our news video," that could be embedded on the site.

This may sound like it is getting very tangled, but the tangle is good. There is nothing better for people to get tangled up in your content. Instead of being on YouTube, because how many times have you gone on YouTube to watch one thing really quickly and then five hours later ...

Brian: My kid, he is crazed about YouTube. He is 4, has down syndrome, so he is more like an 18 month old, but he sits there and he will just sit there and watch videos for hours. Watch them and, "I do not like this one" He swipes, turns it off, picks a similar one ...

Jack: We are talking about me too.

Brian: (Laughter) next thing I know he is sitting there and for about 10 minutes is watching Mickey Mouse Clubhouse in French.

Jack: I have seen that one.

Brian: (Laughter) Yeah, I guess the English one he is not into it really, he is just watching for the colors ... Or he speaks French and I did not know about it because he was watching that one just as closely as the English one.

Jack: I hate to say that, I have done that where somebody says, "Check out this video on YouTube real quick, it is only three minutes." Twelve hours later I am in bed with a box of cookies, I have not left because I keep hitting that related content stuff. I am sure anyone who has been on YouTube has been on that path, why not send them off on your path. It is a really good web to be in. We have had a lot of people ask about because one of the cool

things that we do when we talk about the Anatomy of Authority press release is celebrity associations.

Brian: Oh yeah.

Jack: We want to make really clear and crystal clear that this is not a synonym for endorsement.

Brian: Right.

Jack: Right. You are not saying a celebrity endorses you, but when you associate, it is the same way as when ... How many times have you seen this ... You are at a live event and there is a celebrity or a top person in the business you are in, go get your picture with them ...

Brian: Yeah.

Jack: Why is that? Why should you get your picture taken with people that other people know? People with stature, even if they are not in the entertainment industry celebrities, but they are celebrities within their industry ... Why do you get your picture taken with them?

Brian: It looks like you are friends with them. It looks like they are giving you a little bit of an okay in what you do.

Jack: By putting that picture out there are you saying, "Hey, look at me and Trump, we are buddies! We were out on the town together!" You do not say that but what do people infer when they see ... ?

Brian: That is what people ... That is where it goes.

Jack: One of the humble brags that you have used before is when you have gone to, what was it, the Grammy's?

Brian: Yeah.

Jack: "Here is me at the Grammy's with ..." "By the way this was at the Grammy's ..."

Brian: I love that one, yeah. Whenever the Grammy's come up each year I always share my ... I went a couple years, and I will share some of the pictures, "Here is me and the lead singer from Paramore, we were talking before it started." There was another guy that was on the X ... Dominic Monohan or whatever, "Here we were grabbing a beer ... We were waiting in line for a beer and we chatted for a few minutes."

Jack: That is why people do it, it is all about perception.

Brian: Yeah.

Jack: People see that you are someone that they did not call security on.

Brian: Yeah. The ways you can use this is, let's say you are writing an article, a real estate one, you can go, "And Donald Trump voiced a similar opinion when he said 'this' ..." And you can get a little quote from Donald Trump, just basically agreeing with you ... Not saying he is necessarily endorsing you or saying that he thinks you are right, but just saying, "Listen, he says about the same thing."

Jack: Yeah. This is a really cool point. I want to give another example so people really clearly understand this. If you are putting out a press release, here is a condensed version of the authority press release, this one particular part ... If you are putting out a press release and you are talking about, let's say you are in the health and fitness, and you are talking about some particular, whether it is a way of eating, nutrition, or whatever, then also within your article you might put, "Dr. Oz echoes whatever statement when he said ..." What you are doing is you are creating that association in the same way that you would do it visually if you

were to meet Dr. Oz. If you want the big 1, 2, punch ... If you meet Dr. Oz, there is no better thing to do than to put out a press release with the echoing, because the two ...

You do not want to imply or even state that they are endorsing you in any way, but it is a great way to take the same principle of association with getting a picture taken with someone by also having your opinions in the same article as the opinion of someone of big stature in your industry, the celebrity association. One of these days I am going to pay the money and go to one of these Rock and Roll Boot Camps ... I haven't decided if I am going to go to Rock and Roll Boot Camp or Baseball Boot Camp. My fear with the baseball boot camp is that the guys that are still 20 years older than me will outrun me ... The rock and roll boot camps, I have seen a couple of those guys, I might be able to take them (Laughter).

Brian: You may not be able to out-drink them though at night. Those little parties, they might ...

Jack: That is true. Isn't that one of the coolest things to be on stage with these guys from a band? That is the thing with association. Here is a way to get some of this done very easily is just to do those researches. When you search for whatever your topic is and controversy or whatever, there is easy ways. A lot of people say, "Where can I find a quote that is the same as mine?" You can do it backwards ... Go find a quote and then make an opinion that matches that.

Brian: Yeah.

Jack: You may be looking for a needle in the haystack if you do it the other way ... If you say something then try to go find an opinion that matches. The good way to do that is go and find an opinion that someone has and then make a matching statement.

Brian: You can even take it, make it a little broader. If you are writing an essay and you have an opinion on something, find a general idea about it. Going back to the example I gave earlier about guest blogging, you can go and talk about why you think guest blogging is important, you can find a quote from a Donald Trump type thing, where he would say a quote about partnering up is a good thing, getting partners on things. You can kind of know ... Say, "Even Donald Trump says this kind of idea is good, he thinks people should partner up on projects."

Jack: That is right. Also, keep it within the realm of possibility. A lot of people like to do that.

Brian: Yes.

Jack: Find a celebrity that might be a notch or two above ...

Brian: Not a Donald Trump.

Jack: Yeah, if you are trying to get a job at a bank, you do not necessarily want, "If you look at what Donald Trump said about me ..." This is going to be kind of odd.

Brian: Instead of Donald Trump you would get another guy off of the apprentice. Some person, maybe even like a Bill Rancic type and another one people may not have heard of, but you go, "So and so who was on season one of the apprentice echoed my statement when he said 'this' ..."

Jack: That is a perfect example of keeping it within the realm of possibility and now we are in the realm of the hack.

Jack: Alright, today's Authority Hack is going to be, kind of what we were just talking about, the celebrity association, but a cool way to twist this is in a parody way to where it is so outlandish that it even looks like you are implying any kind of a relationship, but it

still creates a psychological tie between you and someone of celebrity. We have talked about celebrities in different ways. You can take your picture next to the car from Grease, I think I talked to you about that, "Here is me and the car from Grease," something where this does not tie you anywhere but it is cool that you are there with the car from Grease.

One cool way that is definitely within your reach that a lot of people think is beyond their reach is doing parody content that associates you with a celebrity, real or not. What can they do?

Brian: Go back, we have given this resource before, Fiber. They have all kinds of cool things there. You can go and get a Morgan Freeman impersonator to do a dramatic reading of a piece of your content.

Jack: That is exactly like one of the things that we did when we did our STO, people wanted, they said it was like 60 Minutes, it was almost like a parody of 60 Minutes.

Brian: Yeah.

Jack: When we did your addiction video it was like a parody of an intervention type.

Brian: Right.

Jack: The quality and things, people thought that we spent weeks on production and putting this together when it was really an afternoon goof after we put together a web podcast ... "Hey, I have got an idea!" Then we knocked it out. The celebrity impersonations. I want to make it really clear you are not trying to fool people into thinking Morgan Freeman is talking about you, you make it completely obvious that it is a parody, but it is still cool that you got this Morgan Freeman looking guy talking about you. You hear that all the time on radio commercials where it is clear that it is not really the person but it is really impactful and

memorable that they put that together. You can go to Fiber and you can get people that are uncanny impersonations of people you cannot even think of.

Brian: Even aside from real ones, the fake ones ... A guy does a really good Elmo impersonation on there. I thought that was just hilarious. That would be a fun one ... Getting Elmo to ...

Jack: That is exactly it. The other one ... Audio, but also visual.

Brian: Yeah.

Jack: To have you drawn as a Simpson's character along with the Simpson's. To have you drawn, depending on what you are into, the Family guy, if there is some kind of famous animation that you want to associate yourself with in any way, and it could be a complete good, self deprecating, to be their ...

Brian: I like doing self deprecating stuff, it works good.

Jack: Yeah have you sitting on the couch with the Simpson's, you can have someone draw that. It is not going to be \$5 if it is on Fiber, of course it is all the upgrades that I will think about drawing you for \$5, I'll upgrade.

Brian: If you want to pay the upgrade for \$10 I will have it delivered to you in 4 days instead of 40.

Jack: Exactly.

Brian: (Laughter), that is a good one.

Jack: One cool example was when I had M&M's that had my picture imprinted on the M&M's. I got that from a really smart marketing lady, Michelle Chance, she sent those to me. There was M&M's with both her and me imprinted on the M&M's. I got those right around the time that I actually had the Forbes quote that came out

in the Forbes magazine, and my friends and family were more impressed with me being on the M&M than they were with being in Forbes. You never know how that is going to work. Those are great, simple ways that you definitely have a reach in to associate yourself. Something from being on the couch with the Simpson's, to have an M&M with your picture on it.

Those are fun ways to do this but it still has that psychological effect. If you think, "Jack said if my picture is on an M&M my phone will be ringing off the hook ..." No, you would be wrong, but, it is a very cool way to use these types of associations with your name, your brand, and your business. There is the Authority Hack, you can do this, I want to see ... If you get a Simpson's ... If anyone has ever done that, let us know, share those with us, we want to see some of these things you have done because you can have a lot of fun with authority positioning for sure.

Brian: There is a site where you upload a picture and it makes you into a Simpson's character, or something like that.

Jack: Oh my, that would be scary if you are that close to a Simpson's character that it turned out to look realistic on you.

Brian: (Laughter).

Jack: Alright folks, we look forward to seeing yourself and how you apply this authority to your content. Very simple ways: cross promotion, celebrity and top business guru association, very simple ways to do it. Love getting your feedback, we look forward to seeing you next week.

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