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Fast Authority vs. Slow 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: And it is Authority Alchemy time. Jack Mize.

Brian: Brian Horn.

Jack: If you hear our special guests, you probably won't, we've got such fine audio engineers that'll mix it out but apparently the neighbors are having a dog fight. I guess Michael Vic moved next door or something.

Brian: Yeah, I think so. Sparky and Samson next door heard about our show and wanted some publicity. They started talking right when we went live.

Jack: The dogs yapping. That's perfect. All right, well we're going to jump right into this today. The topic that we are going to dive into is fast authority versus slow authority, which I think is completely appropriate because as we've been looking over the metrics and the pages and pages of analysis of our podcast listenership, if you want to believe that, the very scientific feedback that we've gotten is people don't like to workout much more than 30 minutes at a time do they? You've got your hardcore guys, right?

Brian: Yeah, that's about right.

Jack: But people they walk for 30 minutes, they run, they bike for 30 minutes. It's amazing.

Brian: Even most, a lot of people that have communities ride about that distance also. It's not a whole lot more than 30 minutes usually.

Jack: Yes, so it seems that 20 or 30 minutes people have to shut us off to get to whatever so we are going into fast authority podcast. A little bit shorter, more intense and action-packed. Actually, I have no idea. Whatever the spirit moves us to talk about.

Brian: I think so. I think when people just look at us they think action. Like we're just excitement and the embodiment of excitement.

Jack: People always wonder when is Jack going to stop bouncing off the walls? So that's what we're doing. We're going to do some faster moving, shorter episodes so folks can get through the whole thing. You know, because they miss the end of them. Well, that's fine. We're going to run through this as fast authority versus slow authority and what is it that really separates the two? It's not necessarily about speed, it's also the order in which you apply fast authority and slow authority. Talk about the basic principles and then we'll get into some examples.

Brian: Fast authority are basically psychological triggers that happen on a subconscious level. Those are things like seeing images of -- say on Facebook when you're scrolling through Facebook and you see an image that stands out to you, that'd be a fast authority. Slow authority is something that happens during a time where expertise of understanding is communicated. That's like a longer podcast, reading a long article or a book. Really show that you know what you're talking about.

Jack: That's it. If you think about this in an authority and in a sales context, this is really the sizzle in the steak, right?

Brian: That's great, yes. Sizzle in the steak, that's perfect.

Jack: It's people have heard that cliché the sizzle in the steak. You know the sizzle is what gets them to order and the steak is what

gets them to sit there and consume it and enjoy it. So when we think about fast authority, the fast authority are the things that you can get out there very quickly and what we mean by fast is these are the things that you should do quickly without second guessing yourself, without too much scrutinization. If you have a good idea or what you think is a good idea, roll with it and let the market tell you whether it's a good idea, rather than sitting and try to "what if this" and "let me try to project what people will think about this" that's a recipe for disaster. Yet, it's a recipe that even multi-million dollar, billion dollar companies - it's a mistake that they make even today with putting so much effort, research, putting together committees, building, hold up visions around an idea that may or may not take. I think a perfect example of this, there's a book called "Little Bets."

Brian: "Little Bets."

Jack: "Little Bets" is a great example and I've been using little bets for several years to test things out to see what would take traction because the fact is you never know what will take off. And the things that you think are the silliest and would never make it are sometimes the things that just grab hold and run with it. And the things that you think and you pour your heart and soul into and spend all your time, effort, and money thinking this is going to be so fantastic turns out to be a huge flop.

Brian: One of the things that just click is a good example this whole thing. -- I've told this story here before so regular listeners have heard this so I'll keep it brief. But when I was speaking at an event in Australia and I worked for a year building up, writing programs, link building software, networking, put a lot of hard work into it. I went there and sold that and I sold a lot of that but the icing on the cake, the feeling people buy was the book that I was in, it was a bestseller. "He's got a book!" They were jumping over rows of chairs to go get this book. I said this is a

multi-author book that I have one little chapter in and they want to follow me for it, but this other one that I've spent six figures investing into and a year of my life they're like "Oh, that's cool too but I like that book."

Jack: Yeah, the feeling that's like "No, no, no. Don't like that more than this. I want you to like both of them but I want you to like this one more." It shouldn't matter. I get that with a lot of people in the lead generation. We teach authority marketing to lead generation and people often think that well, if the leads are only coming from Facebook and there's so many other opportunities. In fact, I know people that generally lead strictly just off LinkedIn. I know people that don't even know how to spell Facebook that generate a ton of leads outside of there. Here is where the bottom line is, these people don't care where their leads are coming from. They're like "I really love all the business but I really wish more would come from this avenue." Don't get caught up into that.

So little bets is really a principle here is in taking quick chances, trying things out that may not be perfect that you can see what's going to gain traction, and that's the fast authority. Then the slow authority is when something catches that's the time to invest and build it out and spend the effort, and the money, and the overhead to really expand that once it's proven. Too many people start with that. They think their idea is great and you see that on Shark Tank all the time. You see people that have spent their whole life savings on -- what did I see recently? The people with the squeaking --

Brian: I saw that. It's the knee squeaking on the pants.

Jack: It's like man that would get really annoying.

Brian: They were so proud of it. They said, "Everybody loves it." How many have you sold? "Well, I sold about four hundred dollars worth in six years." Okay. People don't want it.

Jack: They don't. It's annoying. Why would I want to hear the squeaking and the sheer terror that comes when I don't think I heard a squeak in 30 minutes.

Brian: My kids could possibly like that but it's definitely not something I'd go out of my way to purchase.

Jack: So what are some ways that people can use a fast authority? And you talked about this with images and things like this and almost if you think about it as a sales model. The fast authority is going to be your testing a lead catcher page, right? Your seeing what is going to attract people and you may do that before you build out a huge product, or training, or service behind that you're just seeing what has traction. What is, when you really get down, the fastest ways to do this are some examples that you do on a regular basis with Facebook is one.

Brian: Well, Facebook several things on there. I'll either write a post, just throw something to see what the response is to the topics in that and see if it gets a bunch of likes, or comments, direct messages from it then I'll know that maybe want to explore a little more or just sit there like a chubby girl at a party. It's not going to work. The other stuff, images work really really good especially on Facebook and which goes also with the lead capture pages. This was actually before we partnered up, we were both doing some weird things and I was testing out different offers people were responding to. I would test it out, see it in that, offer them that. Offer in getting in people into Wall Street Journal, I would offer that and then another one the more basic PR type thing and type those and see what the response

was. It was interesting seeing what people jumped on. There was clear winners in that one.

Jack: You had worried about not getting emotionally involved with these offers, though a lot of people get married to them right away. This is what I'm going to do and dang it I'm going to make this work.

Brian: It's tough and there is getting better about that because we're putting out so many offers. Jack and I are just throwing out offers constantly right now. Different things test out, seeing what's out there, seeing what we can help the most people with what people are wanting have the biggest problems that we can help. And yeah, you do. There's some things you just put out there and you go "Man we just got to dump this thing. There's just nobody wanting no matter how wonderful we think it is and how much we know if people used it or let us do it would definitely be a big help, but it don't work."

Jack: Goes back to what you were saying before, first rule of marketing give them what they want not what you want them to want and you've got to be able to let that go. Facebook, as much as I have that love/hate relationship with Facebook, drives me nuts but at the same time it's like where you think the center of the universe is occurring sometimes. It really is one of the greatest places to exercise fast authority. If you think about, go back 15 years. To get the type of data, the type of market data, the type of at least initial view of whether or not your idea has traction. I'm not even talking about paid ads, I'm talking about if you have enough friends or following just to throw a post out there to see you can get a really good idea of your market as a whole based on the responses that you get there. I think back in the days where I remember years ago I got asked to be in a beer. Come down to the room with the double mirror and you're going to be in a test group.

Brian: Was that like in the early 90s?

Jack: Yeah. It was --

Brian: I did one like that also.

Jack: And I'm like "Oh, hey. Free beer, let's go." But not a drop of beer to be had. They sit there and made you watch commercials. What does the word cold-filtered mean to you? I'm like "Whoa, this is like school. I didn't sign up for this. Where's the beer?" And there was no beer, but you think about what it took to market, to get people even in there to give you their opinions. Where on Facebook you have that same power right now that you can get that same feedback. Where these test studies may have taken weeks to set up and actually compile the data.

Brian: You have to hire companies to do it and they have employees and overhead and office space. You had to buy pizza.

Jack: Everybody knew that "Hey there's a fat guy. Got pizza he'll come to it."

Brian: A lot of pizza but now like you said, you literally just put it up there and see what happens. You can put up a post like "Hey, who'd be interested in learning about how jacked in is authority marketing" and boom. Hands go up. We go okay, we know this is an offer, let's put together a small offer, test it out, do webinar, see what happens and it works. Other things we'll put up other people fitness professionals that's right. Let's talk just fitness professionals they're a perfect fit for this, let's put an offer out there and crickets. It just didn't work so we just said okay that's not one. So we didn't waste out time developing a full program for fitness professionals, we were able to test it out with a post on Facebook.

Jack: That's it. It's not just for us. If you are a fitness professional you want to put out a test "Who wants to learn about nutrition versus who wants to learn the three exercises that can really strengthen and focus on your core" well guess what? You're going to find out the answer and the answer may not be what you thought it was.

Brian: Right. It's always amazing to see. You never, ever know what's going to click and I swore up and down that one was going to work and some of these offers just don't work.

Jack: And there's no telling but the thing is you don't have to know all the reasons why. What you want to do is find one that gets traction and lube on that. So if you put out those two fast authority pieces and you see that one takes off then you know that's the one you were going to spend time developing. Whereas, the people that start with the slow authority they're just going to guess "I think that the world needs to know how to three core exercises" that will work. And spend months sometimes even years developing this out and then putting it out to see if it's going to take off or to take off or not. Don't be spoiled or have blinders on to the power that you have with the Facebook. When we say "Little Bets" the book, and we'll put a link to the resource in a little bit, that's exactly what it is. A little bet means little risk, but at the same time it could mean huge reward. You're not putting yourself out there for a big failure. This is something if nobody responds or nobody likes it guess what? It's forgotten about in 72 hours. But if it does take off then you have solid, solid evidence and you can move forward with that project in confidence.

Some of the things that you've done. One, the images, right? Here goes the meme, I hate saying that word because I don't know what it means or what it -- I don't know, we'll get people sending in what memes mean. But the images that have

sayings on it obviously brings in a great deal of engagement and that's a great way to determine if an idea has traction or at least a concept around it as traction. You've done one that actually is a fast authority but in segments. Let's talk about the 12 commandments authority that you did. Talk about the psychology and the mechanics behind that.

Brian: I put together 12 basic ideas that go into our whole authority process, just call it 12 commandments. Once a day, Monday through Friday for two and a half weeks, put out a different one and that was to just keep our principles in front of people each day with something different and get people to follow that and subscribe to it, which I did have several people that shared every single one of them. Those was in no way linking back to our site. I didn't promote anything that we did. It was just to get there to introduce more and more people to our concept. One thing with Facebook, and this is getting more and more now, almost to the point now where I'm done with dropping links into Facebook because the difference in engagement is just dramatic. Facebook is really being very clear that they do not want anybody to leave Facebook so as soon as you drop a link, link to your site, or a video, a link like to YouTube or anywhere else the engagement drops like a rock. The last few I've done I'm getting well over a hundred likes, a bunch of comments and shares, and there's not a link in any of them. I've just stopped putting links in.

Jack: But what that data gives you is now you have 12 commandments, which is really 12 little bets even. And out of those 12 you can see which one takes off the most traction and which one has the most buzz generated about it and then you build something out. You don't necessarily need to dilute this message by putting the links. We have a lot of people that think that when we're doing our media stories or the CNN. It's hard for marketers not to think like a journalist. It's hard for marketers

to take their marketing hat off. There's absolutely no reason, in fact, it can actually be detrimental to you to put a link inside your CNN article. Especially if it goes to a sales page or anything like that. It's because what you're doing is you're taking away from what the actual purpose of that is. Once you do those 12 commandments then what happens is you figure out which ones are going to have the most engagement and then you take it from there into a slow authority.

Brian: Right because to go and develop podcast through each one of those to bring people in more to see if that takes off and that can even go deeper.

Jack: If you take the slow authority and you can take that into the podcast. Think about that. The podcast, you use that for some of the articles that you write. That's a great reason too. A lot of people actually use blog posts to flush out whether things have buzz or idea but this is actually a great way to figure out if it's something you should even do a blog post on to build out from that. To put together training videos. People trying to think what should I make a video around? We have folks, Jody Jealous, is one of those that just has a ton of quick videos, but I guarantee you she has some type of benchmark or statistics that give her an idea of what kind of videos to make because they're great, very informational. It's probably the core of what her following comes to her for for those videos. And then those videos are almost another step in her fast authority that she can see which ones hit the most to develop further. Most of her content is based around video marketing. It's just because once she started doing it those are the ones that just took off the most. She did one on how to make a dirty wall appear crystal clear and white, and that just went through the roof. How to make a video intro using keynote or powerpoint, that one just took off. She now does almost all video type posts because that's what

she's found the market wants, has really responded to, and that's what they've chosen to get her helping with.

Brian: Yeah, so what we do also with our clients when we create content a lot of people think content, we've talked about over the last few weeks is the little bet may be that first little piece of cord of content. It may just be an interview, but all the things that you could turn into that. That interview hits and generates some traction then you know well let's take that content and turn it into a lot of other things that can bring that all together and you can evolve that into a product, a service, a training, or anything like that. But that's again, the thing that is really so sad in this industry, in any industry of business is the people that start a business based on what they thought was a good idea and a concept they liked without having any, any basis for testing.

Jack: Yeah, I saw one recently of a marketing guy that went full on into some service, product, or whatever. I think it was some type of training product. I saw it and said that's a horrible idea. I don't see how he's going to sell it. He's a fairly successful guy. Then sort of like a week or two later you don't see it anymore at all and I seen him getting really bitchy on Facebook, criticizing everybody else and said "Okay, yeah. I don't think that went very well."

Brian: Stupid people. I have a very -- what is it Spinal Tap I used to say "We have a very selective audience." They talk about others. There was this one scene in Spinal Tap that I thought was classic when they saw another rock-star that opened for them several years before and they go "Aw wait, he was terrible. They were still booing him when we came on stage." I guess it's all how you look at that, for short.

So if someone wanted to because this is really something that people don't need to think "Yeah, I'm going to try that down the road. I need to put that on my list." What is it someone could do right now today if they have an idea? Because one thing that I would be willing to bet that every single person listening to this right now has an idea.

Jack: Yeah, thank you. Yeah, going back to the Facebook is the easiest way to create a image around it. It's got to be more than just a picture of your head with some text on it. You've got to put a little bit of something into it. We've talked about some of our resources where we'll put links to them in there but like the Studio Effects Pro, was that the photo one that we're using? Take a picture, put that up there, make an idea with it and then put a couple paragraphs, explain the idea underneath it, post it to Facebook and just kind of see what engagement you get.

Brian: That's it. One other book I wanted to talk about that really relates to this "Lean Startup" is one that a lot of people, and I even had a hard time. I was very uncomfortable when I started reading it because it talked about putting out products that were just partially ready, or maybe needed work completely to see what features would work and that's just all part of market data. If you think that big companies don't put out products that are broken just to see? You're wrong. That's standard protocol a lot of times. They won't put it out to the world, but they'll put it out to a certain group to see if that's what's going to work. But in any case, it's going to save you a lot of time, a lot of frustration and will help you get over getting married to your ideas that you see so many people going down with their ship because they don't understand the principle of sunk cost and with fast authority you don't even have to get into that sunk cost. You test it, you see if it's going to have traction and then you have a solid reason to go further and you have the confidence behind it that yes, I know people do like this.

In keeping with our promise of fast authority alchemy now, that's what we're going to leave you with is go out there and make your little bets, and see what takes traction and then build on it. You're going to find that you're going to -- who is it that says, I know Keri Wilkerson we mastermind with her quite a bit. She always what is it? "Fail fast, fail often."

Jack: That's why people that are successful really kind of enjoy the failing process. It's realizing that you know what's going to happen and you just look at it as a learning experience. That's what I was talking to one of a guy we're interviewing former book chapters a while back. He was talking about how he failed out of high school but then went into started real estate and when he was 20 years old he was making seven figures a year and then started making really dumb mistakes and lost it all like in a few months. Having his house taken away and his cars towed away. I said well just look at that as your college tuition because that was a big loss; he's doing really well right now so that's why you got to look at your failures that way. Just you're paying for education.

Brian: That's it. So go ahead. Make those little bets and let us know what your little bets are www, you don't even have to say that anymore, www.

Jack: I feel like old-school.

Brian: oh god, somebody said "Find us on the World Wide Web" and I thought oh my god.

Jack: That's comp serv dot 802 that slash that squiggly.

Brian: It was funny.

Jack: AuthorityAlchemy.com and we also have our new feature on there where they can leave us a message.

Brian: Yes. Go find that out. Leave us a message on there. It's over on the right-hand side of the page. You'll see an image that where you can click on, go leave us a video message or a voice message, or something like that. You can click on that and send us in your beautiful mug or just your audio.

Jack: That's it.

Brian: That's it and we will listen to it. We will respond to you personally.

Jack: That's it. Perfect. All right. Very good. That's it for this fast and furious and slow and steady edition Authority Alchemy. We will see you next week.

RESOURCES

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

“Little Bets” by Peter Sims: <http://www.amazon.com/Little-Bets-Breakthrough-Emerge-Discoveries/dp/1439170436>

“Lean Startup” by Eric Ries: <http://theleanstartup.com/>