



## What is Authority Alchemy?

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 Mize: All right. Here we are. Another episode of Authority Alchemy. Both audio and video. That's the awkward thing, right? We don't know what to do while the music is playing. I watch the guys on the Sports Center and things in the morning, Mike and Mike, you know.

Brian Horn: We just need to just pretend we're taking notes or something.

Jack Mize: That's it. Just like the news people do.

Brian Horn: Yeah. That's right. Just look like you're doing something important. They're probably just playing hangman or something like that.

Jack Mize: Well, there it is.

Brian Horn: There you go.

Jack Mize: What are we going to talk about today?

Brian Horn: I don't know. We better think of something. The camera's on and recording.

Jack Mize: That's it. If we could be inspired by something.

Brian Horn: One thing that's inspiring us.

Jack Mize: Perhaps.

Brian Horn: Perhaps.

Jack Mize: Yeah, how to inspire.

Brian Horn: Why don't we do that? Sure.

Jack Mize: Yeah, we'll do how to inspire.

Brian Horn: We'll talk about how to inspire others.

Jack Mize: It is. How to inspire others like an authority. Because, I don't know what it is, inspiration seems to be running amok.

Brian Horn: That's it.

Jack Mize: Or, the attempted inspiration, perhaps.

Brian Horn: Facebook philosophers?

Jack Mize: Facebook philosophers, that is a good term.

Brian Horn: Got a few of those. Regular guy just doing a nine to five jobber, but wants to be the thought leader for success in the world.

Jack Mize: It is. When you think about authorities and the authorities that inspire, what are the characteristics of that? They really do have the core of what we talk about, being the educator and advocate. The inspiration is really a prime extension of the advocate, but we see so many people trying to inspire in the wrong way and I think some of it comes back to their own lack of confidence or they put something out there disguised as inspiration, but in reality it's, "You're stupid if you don't use me."

Brian Horn: This goes back to some of our core pillars, also like the micro-specialization, when somebody say is say a designer and they'll try to inspire people on overall success or so many people get into the business that are not nutritionists or that are not personal trainers but try to inspire others to be healthy.

Jack Mize: Wait a minute. Wait, wait a minute. You're saying, because I heard a rumor that there are actually people out there preaching prosperity

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Brian Horn: But they're broke?

Jack Mize: ...that wouldn't recognize prosperity. Is this true?

Brian Horn: It is true. I hate to pull back the curtains of the secret underworld of marketing and people liking to see their posts, liking themselves talk as experts that they really aren't.

Jack Mize: I will say, and don't you know who I'm talking about because there's so many out there, I've met a few people and they put out products and training on dating or picking up women. When I've met them, you think, "What? Am I just completely ..." they got a tattoo of a bar of soap with a circle and line through it. I don't know that there's a woman within 3 feet of them, but that's what they're selling, and that's what they're doing.

Brian Horn: Those guys do it because they're whole thing is, "If I can pick up a woman, anybody can."

Jack Mize: I guess so.

Brian Horn: There's one guy I'm friends with. He looks like a model, and just really good looking. Sharply dressed. He's come out the dating product. I told him, I said, "Listen dude, I hate to ..." I don't want to bag on any advice idea of a jerk, I think you may have a hard time with this because of course you could just walk into a room and put your hand in it and say, "Come here," and there'd be women running.

Jack Mize: How to pick up women. All you have to do first of all is get better looking and get a bunch of money.

Brian Horn: Win the genetic lottery.

Jack Mize: I can see the point there. When we see inspirational people, and I got to go back. Richard Simmons probably gets more promotional from us than anyone else.

Brian Horn: He better come on the show at some show.

Jack Mize: He's an inspirational guy. You see people that are inspiring, and what happens is, especially in business, it goes back to that educator and advocate where maybe you're not selling so purposely or selling directly or hard but you're making people want to buy. You make people want to do business with you. You're making people want to know about you, be around you, and it builds up that ... What's the patent saying ... the "The know I can trust."

Brian Horn: Absolutely.

Jack Mize: It's hack because it's true. I don't think we have to sell why being inspiring to be powerful, but think about how you're inspiring and make sure that you're inspiring without an agent just below it so it completely destroys or dilutes the inspirational message.

Brian Horn: Very true.

Jack Mize: It's the hard core sales inspire. It's not hard to be the smartest person in the room as long as you only talk to me. We're not talking about being up on a stage and talking, and like you said, selling a bunch of stuff or inspiring a sales team. That's completely different. We're talking about core things you can do. Deep down they'll make you and inspirational to other people, make them want to do business with you, make them want to follow you. One of the things that do is you may inspire people that will never do business with you.

Brian Horn: Very true. Good point.

Jack Mize: But, it still spreads. We've gotten people that have come to us that we've never talked directly, we've never marketed too directly but because they heard from a friend of friend or something gets passed around that they'll to us. Don't feel you're wasting your time by inspiring people that don't a direct dollar sign attached to it.

Brian Horn: Absolutely not.

Jack Mize: You'll get far more out of it organically than you ever with think about. Let's talk about how to inspire. We know that you should inspire, so how's without diluting that inspiration.

Brian Horn: First one's by being a good example. You can't use, "Do as I say, not as I do" type. That was my dad's saying growing. "Just do what I tell, don't do what I do." You have to be a good example thought. People are going to watch what you do and you have to be a good example for them, be someone worth emulating. We talk a lot about being the educator and advocate. We use that a lot. We're educating right now. We put on a podcast to educate. We put up a blog post. Articles. All that stuff. We are trying to be that good example for all of our followers. Be an example. For one, I remember one time I went to doctor. One time. He's about 200 pounds overweight and just reeked of cigarettes.

Jack Mize: Probably not the ...

Brian Horn: That's uninspiring.

Jack Mize: No.

Brian Horn: And he says, "Everything's going to be alright. You're good." You as felt. You don't need to do anything.

Jack Mize: That's it. I hate to say it. I don't want to perpetrate a stereotype but what did your health teacher look like in school?

Brian Horn: My health teacher was actually healthy.

Jack Mize: Was it?

Brian Horn: Where I was, they gave coaches little crap courses like that. The coach would say stand up there and say: "Open Chapter 1. Okay you read"

Jack Mize: They would teach in their coach shorts?

Brian Horn: Really short shorts thought. Yeah...

Jack Mize: That's the one thing I remember about my health teacher. They didn't seem all that healthy. It's not too inspiring.

Brian Horn: My didn't do nothing about anything for teaching the class. They just ran around the sports field a little bit. I remember there's like the soccer coach. They ran a little. They're not super fit, but they were ...

Jack Mize: Good. Be an example. At least, you don't want to be there again, Richard Simmons is a perfect example. He's not the ideal body type, the ideal weight, the ideal anything, but he can still be an inspirational people, because he's not inspiring them to be perfect or in perfect health, he's inspiring them to be in better health than they are. Just better. If you think about it, even if ... because we had a lot of people that worried about that, "Why, I'm not an expert. I still don't know about ... "You don't have to be the perfect specimen in whatever you're doing, but what you have to do to inspire people is inspire them to be better. Better doesn't mean you have to inspire them to be perfect. It doesn't mean you have to be a perfect.

Inspire them to be better. How many people did Jered from Subway inspire?

Brian Horn: He inspired a lot.

Jack Mize: If you never saw him before pictures, you'd think, "Well, he's not all that." But that's part of it. Be an example just means doing ... What's this expression ... Eating your own dog food, whatever it is. But make sure that you believe and are willing to do the same thing that you're inspiring people to do, even though you may not be at the peak of what that is.

Which leads to the next reference as an example is what? Caring about others.

Brian Horn: You got to care about the people that you're reaching out to and you're trying to inspire. That really shows that you care about them.

Jack Mize: It doesn't mean you have to get involved in all of your customers lives. Caring can take on a lot of different meanings.

Brian Horn: This is just asking questions about what they're fears, what they're pains are. Really getting to know what they're about and taking in and showing a genuine interest in what they're-

Jack Mize: I think that right there is the key. That you have a genuine interest. I know that a lot of times, that when we're in events, and people will come up and talk to us, people, attendees in events. We spend time speaking with them, and I've gotten feedback that, "You know Jack, even if we never met, you seem like you were generally interested what I was saying and what we ..." And I am. I always listening to that. That right there can go a long way. Even if it's virtual. Even if you're doing it through video or through whatever, that genuine interest that they feel, that you understand what it is that they are experiencing, whether it's obstacles, or their joys, or whatever. Especially on Facebook where people put things, and it's so ... I'm not the greatest in keeping up with Facebook. Things fly by. I read but to go in there and just congratulate someone or give them a like. A like. A simple like. I never realized how valuable a like was, and how obsessive people get over likes.

Brian Horn: People click on the things and look through who's liked their stuff for sure.

Jack Mize: Caring can be as simple as a like right? The next step to caring would be encouraging them. Falls right along with that. People go through hard times when they're falling. In our case, most times people are business owners. They're going to have tough times. Things are going to stop working for them. If you can be the person there give them encouragement, even if it's not on a personal level. Putting out encouraging messages to your followers or to your herd or whatever you want to call them, to just give a little bit of motivation. Let's talk about some of the examples of encouragement. The fall back on Facebook a lot, because that just seems to be where sons of the world ... It's almost like it's a social place. We should coin that term, like social media. Seems like people are just shocked, that they want to tell the world about it. Their ailments, and what they had for lunch, and things like that. It is a social place. When you are encouraging someone, it doesn't mean that you have to step in and takeover or be the solution, something that can actually be worse than actually ... Encouragement doesn't mean stepping and doing it for them or doing anything like that. Encouragement is just being a support there to push them through. What'll be an example of something like that?

Our customers now, they are having other business down ... talking them over Facebook, reach out to their having a problem, just giving tasks and solutions they can possibly use, that you can possible help them with. Little things that people give. I had those where someone would reach out with encouragement. One little nugget. It may not even be what they intended to be, but it makes someone snap and makes you think, "You know what, here's what needs to be done." And encouragement is certainly something that can come from ... You're talking about the dating guy that's perfectly good looking and all the money. It's tough to get encouragement. You don't want to be an encouragement. What you want when you're thinking about encouragement is ... Will this results in someone looking and say, "Well, that's easy for you to say." You don't want to do it in that fashion.

Brian Horn: Actually, when I talked to him, I went back to our Authority Avatar times, I said, "You're going to make sure you're not coming from the Joe everyman because you're getting the same problems as your typical prospects." Unless you're going after maybe very wealthy guys that are

good looking and just happened to get divorced, or something thing like that. You're going after a very specific market, then maybe so. But most because you're probably have to be the wizard type guy where you're just blessed with innate ability that you're really good looking and knew exactly what women wanted, and you're the women guru, and just people being around you, all of a sudden you're going to start attracting women, so you'd have to go back to that. So yes, that's kind of what I told him. Same type of encouragement for him in that way.

Jack Mize: One thing that I see is, some of the people that inspire me the most, and things like getting encouragement, even people I don't know, but just from motivational speakers or people from the past. Every now and then in Facebook, people put up a little saying. I know they're hard to find, but what is really common amongst the people that inspire me the most is that they are open be uninspired. How many times have you been inspired by someone that a story of how they were inspired and passing on that. There's a lot of people that feel like they need to be the core of inspiration, and if you're one of those people that don't like giving credit to other people, that don't like to, "I don't want to talk about them, because then I'm giving them attention." You've got to realize that that's a big problem.

Brian Horn: Absolutely.

Jack Mize: That I find it far more powerful. In fact, a friend of mine, Eric Louvierre, we were talking about this recently. I am inspired far more by people when I hear them speak that are giving credit out. Eric's a guy that got me into internet marketing and showed me some of the world as far as product creation and one of the things that he is very open to do is giving credit to everyone that helped him along the way without reservation. One thing that you'll notice if you ever go see people speak or anything like that, that they're very hesitant to call out the people that inspire them if they that they're going to get run off and, "Check out that person" if I give them credit.

Brian Horn: I get that a lot.

Jack Mize: I would tell you that almost the opposite happens, people get inspired by people that are open to being inspired themselves and talk about the way they ... Look at Joe Osteen?

Brian Horn: Hell yeah.

Jack Mize: He's perfectly open to his inspirations, to sharing his inspirations. It could be inspiration from somebody that's just the most common person with the most common thing to be inspired. You have to be inspired by someone that you feel is elevated above you. You'd be inspired by someone that most people would think that you wouldn't even have a thing in common with.

Brian Horn: What was the story about ... it was the book about the bagger in the grocery store that handed out the notes and put them in their bags, that book. It inspired a whole of movement of people. It impacted all kinds of things just by being an inspiration as a mentally challenged bagger in a grocery store. That action inspired a whole nation of people.

Jack Mize: If you look at some of the biggest, most viral inspiration stories, the root of that inspiration has been the underdog or someone like that, that would inspire not in a purposeful way but just organically.

Brian Horn: Those ones that he'd have inspired, I think even Oprah put him on. It's a lot like that. That summed back what you're saying. It doesn't have to be somebody above you. It could be somebody just it is one little thing that makes a difference.

Jack Mize: To share that. The easiest way to inspire people is just share your own experiences. Last Podcast, we've talked about storytelling. Simple storytelling is a very easy way to inspire people. When people share experiences, and let's tie this to business lectures, if we have clients that are real estate investors, they may inspire when they tell a story about when they were completely dead broke and everything looked like it was going against them, and it's a real genuine story about them that some people would be, "I don't want anybody to know that, I'd like to be Mr. Success." I could pick in people know I was a failure. No, that's exactly what you needed to let people know. Don't be afraid to share those experiences because those are often times the ones that inspire people by accident, you don't even realize that you're inspiring people with that.

Same thing in the fitness, people that have come from being very unhealthy all the way to becoming very fit. But telling the stories about those times when they were weak, those times when they were horrible ...

How many have you seen ... I think we just had one, I just saw where a pastor preacher of a mega-church step down for an affair or something. That's something. But what happened? His whole congregation come to him, "Oh, it's going to be alright." He probably got more out of telling that now, it might have not been so inspired, but it seems like everyone else comes to the defense and provides encouragement.

It's the rags to riches. Everybody loves the rags to riches story. Rags to riches is inspiring. When you think about it, rags to riches is almost ... I've always felt rags to riches is easier to achieve than comfortable to riches, right? Because rags to riches provides you with all of the experience, all of the stories, and all the things when you say, "Well, man, I was having a tough time because I was making \$200,000 at my job, and I really didn't have the guts to leave that, and man, it's a tough road. I feel sorry for you."

Brian Horn: My dad was a sea level guy in the oil industry for a while, and one of this guys was the CEO of this company went from a really rich guy to a really, really, really rich guy. I guess he got much money from his dad then started an oil company, got really rich.

Jack Mize: That's what I'm thinking. I remember on David Letterman I was watching one time when Tom Hanks was one there, I forgot what his was, he was talking about his story of how he bought lottery tickets and didn't win, and they just said, "When are things going to start going your way?"

Share your experiences and don't think that because you had failures, or because you had weakness or any of that. Those are probably the best ways to inspire people.

Brian Horn: One thing you could do also, if for some reason like if you are in the fitness industry, and you've always been a good athlete. You've always been fit, but you have that knowledge and decide helping people, you can still use a story showing a vulnerability using something completely different, like what I do with talking about with my son. I'll talk about that. That shows my vulnerable side but it's not showing that I've had major failures in business. I've been fairly successful in business. I've not had a super time in it yet, but I'm still able to show that vulnerable side. In another way, you can do the same thing if don't have that rags to riches story.

Jack Mize: Another that a lot of people may misunderstand the definition of is being a good communicator. Being a good communicator doesn't mean grammar. A good communicator is being able to transfer emotion and transfer inspiration. How many times have we met with clients that they speak very well, they are clearly understandable in what they're saying but we don't understand the meaning of what they're saying because they're trying to be the smartest person in the world, or trying to sound clever, using buzz words.

Brian Horn: Trying to prove their intelligence. That's what I like to say. We get a lot of people that do that especially in their Blog post. They say, "I am just going to prove everybody how smart I am." Maybe in SEO I saw that a lot where somebody over there would be change and Google would come out, and a long blog post about the technical aspects of the algorithm. The people you're talking could care less about it. You just completely wasted everybody's time. Nobody's going to care about that. If you went back instead and made that 3 simple things a business owner can do to overcome the latest Google algorithm regardless of your technical knowledge, that's something that people want to read.

Jack Mize: That's right. Being a good communicator doesn't using 2 dollar words when 50 cent words will do. It's as something as simple as, I need to get my brakes fixed on my car, a good communicator to me is a guy that comes out and says, "Alright, well here's the situation, you forgot these parts in your brakes, and they're worn out, but they are meant to worn, nothing unusual, they just need to be replaced. Once we replace, everything will work out." That guy is a good communicator because he told me what the basics of what's happening. All I really wanted to know. He made me feel good about the situation. He made me feel confident about his ability that he understood what was going and that he can provide a solution. If a guy came out and said, "Well, let me explain to you what's going on. You see here, you got a shackle bolt stabilizer, you got to this muriatic filter, you got to get in here. You see this? That's about a centimeter. We don't a centimeter. We want about 8/9 of a centimeter"

Brian Horn: That's a guy that just fixed my air conditioner of my car. They came out there and did that, just sounds exactly what you're doing. I said, "I have no idea what you're talking about." And he goes, "Oh, okay," he did it again. I said, "Dude, how much is it going to cost me to fix it and how long will it take. That's all I want to know."

Jack Mize: In a business world of coaches and things like that where we ask people what we do, well what we do is we provide a top down approach to systematically leverage. Boy here we go.

Brian Horn: Top down leverage.

Jack Mize: I don't know what you just said, but I ... That's what they think. They feel like, "I'm going to inspire confidence not in what I say but in the words I chose." They won't know what they mean, but they'll know that it's something smart and therefore they'll choose me. That doesn't work.

Brian Horn: Think about what you buy from also. You would never buy anything from something that sounded like that. You won't understand. It doesn't do anything.

Jack Mize: If you look at your elevator speech and you were using terms like "top down" and "leverage" and systematically implementing...

Brian Horn: We have made one of our resolve was almost like a parody of these things we hear, and it was a whole paragraph, several sentences of words like and made absolutely no sense but it kind of sounded like it did.

Jack Mize: You're killing me as you do that. If you listen to this, you may see is, "Wait a minute, put that out. Together." But that's the one thing you have to do. Back to the point of communicator. Communicator is not about fancy words. It's not about making yourself sound smart. It's about transferring and make people understand. If you can transfer the feeling and the fact that you are an educator and an advocate for success, then you are a good communicator. I don't care if he use proper grammar. I don't care if you are being you in your persona. That's a good communicator.

Brian Horn: The thing is the best story tellers you probably remember as a kid, like me I live in small town Texas, I was going to the barber shop with my dad when he's a kid, an old man would sit down and talk and tell stories and these were guys that were just country guys, they haven't used the best grammar or anything else, but they told good stories. My grandfather told great stories. He cursed and used all kind of salty language and horrible things but told good stories.

Jack Mize: Who was the Louisiana chef? You remember?

Brian Horn: Chef Paul?

Jack Mize: No. This is Louisiana way back ... I shouldn't have even brought him up unless I remember him. He would talk in Louisiana slang.

Brian Horn: Yeah. All occasion.

Jack Mize: Also you look at the...who's the guy...Larry the Cable Guy. Well, he's a communicator. He gets stories across with words that probably you don't have in your inventory or vocabulary, but he's going to communicate that. One thing is when you inspire people, I see a lot of people try to inspire people by getting on their good side, by reinforcing things that maybe they shouldn't reinforce, but because people like people to agree with them. What was the saying, misery loves company?

Brian Horn: Yes.

Jack Mize: People are miserable about something, this is something going bad and you just reinforce that? "You know what? That's the cards life dealt you. It's not your fault." Challenge people. How do you challenge people and inspire them but still challenge them, because that's almost a way that you encourage them, but challenge them can inspire them by shaking them up and getting them out of that thinking, or maybe holding them back.

Brian Horn: You just want to push people to do their best and to ... What I like doing also is getting people to take responsibilities for their own outcomes. Shakes people a lot more than anything. "Listen, where you are right now, it's your fault." "Where you are right now is exactly where you want to be." Things like that can just really snap people back to reality, then you can push to go past that. "You're not as far as you can be and you go further." I'm embarking with a trainer right now, a personal trainer, he just pushes past limits I didn't know I have. I throw up a couple of times a week now when I'm working out. He just pushes me, fires me.

Jack Mize: That's inspirational.

Brian Horn: It's wonderful. I leave my breakfast at the gym a couple of days a week. He pushes past that point. You can do the same thing in whatever you're doing.

Jack Mize: So what you're saying is you can inspire people even though they may not like you at that time.

Brian Horn: Absolutely. I hate him when I'm going through, and I hate him for a couple of hours after it's over, but then I'm happy because I like the results.

Jack Mize: I see that for a lot of people that we're in the military if you ever served in the military and you went through a basic training or boot camp. I've known a lot of people that, "Man, my drill sergeant was a son of a bitch, and I hated his guts, but man, is my life better for him" if you can be uncomfortable in challenging people even though they may not like you at the time, you can still inspire people even though they may not be happy or be thrilled about the way you're inspiring them. The fitness trainers I think are a perfect example. You see on the Biggest Loser how many people just can't stand their trainers until the end, and they, "Well, I get it now."

Brian Horn: What's why I see them lose 17 pounds in a week in the show.

Jack Mize: Here's one. Read.

Brian Horn: Read?

Jack Mize: Read. You don't even read. It's one of the elements of how you can get to where you inspire people. Reading. Some people don't like reading. How is reading going to get them to where you can inspire people?

Brian Horn: Readers are leaders.

Jack Mize: Did you get that off a Saturday morning kids show? Readers are leaders.

Brian Horn: I don't know where I get that. It's been stuck from my head for a while. I do not take credit for it though. I am smart enough to come up with

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Jack Mize: I'll tell you another that I won't take credit for but I wish I knew who did, maybe you know. Who was it that said that poor people have big TV's where successful people have big libraries. Who said it?

Brian Horn: Dan Kenny's where I heard it from, but I think he got it from somebody else. I don't remember.

Jack Mize: I don't know, but it's definitely one that I think that can be verified.

Brian Horn: This does not account of a bunch of Harry Potter books. Let's not count it as a library. We're talking about biographies and ...

Jack Mize: The bathroom readers don't count.

Brian Horn: My mom said all my Garfield comic books from where I was a kid is given to my son and he proceeded to rip all the pages out there during that one day when he got up and was bored. That didn't count because he read those, he's not ready to be a leader just yet. The Garfield don't count.

Jack Mize: There are some parts of Texas, where you go to the bookstore, and they have autograph sessions? There are some parts of Texas where the guy autographing the books. They're not books that he wrote; they're books that he read. That's why the people are so impressed with. "He read this, can he autograph it?" I can't imagine, and I'm not a person that sits down and reads. Reading novels and fiction, I can't do it.

Brian Horn: During summer I'll take one. We have a place down in Mexico, we go about once a year, and I'll sit there, I'm on the beach and read tone book. That's it, just so that I don't have to think about work.

Jack Mize: It doesn't appeal to me, but when I do finally read one I'm glad I read it generally. It's hard to get it started. It doesn't even have to be novels. But don't distract yourself with the wrong kind of reading. Cereal boxes don't count. Ever things like newspapers or the bad newspapers.

Brian Horn: Any newspaper I guess they don't count. Those are quick reads which is fine.

Jack Mize: Yeah, but when you talk about reading, you're talking about things that go into depth about certain things. It doesn't necessarily even have to be about this, there's so many book that I've read that are about other things that apply.

Brian Horn:Biographies are great.

Jack Mize: Yes.

Brian Horn:Biographies are really good. You can learn so much from them. You can learn as much from that as you can from the business books.

Jack Mize: That's what got me through school, I read a number of sports biographies. Gordie Howe and Joe Namath. I'm dating myself, but Roger Staubach...

Brian Horn:Those are good. Sport one's are good. They have definitely lessons in the sports. The one I absolutely love was Tony Dungy's book, it came out of, I think it was called Quiet Strength. Great book. So many business lessons in it, just how to be a better father, husband, all that stuff. Man, it was great. It was a biography. Best business books I've read. I give that book to many people each year.

Jack Mize: That's where the things ... You're talking about the pick-up guys. The Game. The Game is a book that is based around pick up artists. How to pick up women even when you're not attractive or even obnoxious, but how many people use that as a business book, even if there's nothing really in there about business but it applies so much to business and marketing. I've even heard that there's some colleges or schools that may have that as part of the required reading in the businesses, The Game.

Brian Horn:There's a lot of people I know, entrepreneurs that said that's in their top 5 business books of all time. That's just picking up, living life of a pick-up artist for a summer.

Jack Mize: Another example is I just recently watched The Wolf of Wall Street. When you want to talk about something that can inspire you but you feel completely dirty and guilty about being inspired by it. I tried to pick apart, "What is it about this that inspires me? I don't want to be inspired by this." But there's some pieces, but that's a perfect example of how you can

inspire people even though they may not like you, and they may not do that, and even know you can't stand the guy and you think, "Man, this guy is just a complete moron," but there's still something when you turn that off, what did you do when you turned it off. I'm just trying to get to work. That's exactly it.

Right there we gave you ten things that you can think about on how inspire not only prospects, your clients, but don't put fence around that, when you're looking at people you're inspire. Inspire anyone. Any time you have an opportunity to inspire folks by sharing this, then you never know how it's going to pay off, and I think one of the most important points is that some of the of people that are the most inspiring are the ones that are open to be being inspired themselves. Be open to be inspired and you may find that without ever trying, you're going to be able to inspire others just by sharing the things that you've been inspired on. Any last words on that Brian? People see me punching buttons and so I've got this thing-

Brian Horn: Punch some buttons and hit our little theme song at the end. I think we got everybody. Definitely, check out [AuthorityAlchemy.com](http://AuthorityAlchemy.com) if you want to watch the video or listen to the audio. We got it all now, at least for now. Until then, we will see you next week.

## RESOURCES

Joel Osteen: <http://www.joelosteen.com>

A Book by Tony Dungy: *Quiet Strength: The Principles, Practices, and Priorities of a Winning Life*