



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: It's our ... Is this our 3rd video episode?

Brian Horn: Yeah. This is number three. And number ... What number, probably twenty-four? Twenty-four or something now.

Jack Mize: Yeah. I don't know. It's getting up there, too many for me to count.

Brian Horn: We're doing good.

Jack Mize: We still love all the people that are listening to audio. I prefer audio.

Brian Horn: Yeah. I'm an audio guy too. I can listen to it when I'm in the car or when I just recently traveled to California, listened to several podcasts on the plane ride.

Jack Mize: Oh yeah.

Brian Horn: Yeah.

Jack Mize: We are mass media or was it multimedia. I don't know what it is.

Brian Horn: Multimedia. Multimedia can be a slide projection, a tape recorder though, so you can't think we're too ... Too fancy.

Jack Mize: Yeah. Tape recorder. Be careful with that kind of talk.

Brian Horn: That's actually a little joke from one of my kid's videos I watched. It's funny. I guess it's the one they made back in the 90's. They

talk about VHS tapes that's being on a VHS. It was really on a DVD. I go "Wow. That seemed like so long ago," but that was just ...

Jack Mize: I still have some.

Brian Horn: Yeah. At our lake house, that's what we ... My parents brought an old TV with a DVD/VHS combo with a bunch of the old videotapes out at the house. They keep up in the extra room up there.

Jack Mize: That is. It's interesting you bring up the combo, right?

Brian Horn: Yes.

Jack Mize: The combo is actually kind of related to what we're talking about today in that we're going to talk about the mistakes that people make when they're trying to sound like an authority or look like an authority. I know a lot of you that are watching this video right now, thinking it number one, wearing plaid shirt on video. It might be.

Brian Horn: That's what we used but we use the word, the title "Sound" today.

Jack Mize: Did we? Okay.

Brian Horn: Because we can ... You can wear your plaid shirt and be okay. We'll discuss that in a future episode.

Jack Mize: Well, okay.

Brian Horn: I'll have to get somebody to help me also. I have no clue.

Jack Mize: It was better than the Stuckey's t-shirt I was wearing before. The combo, that was where "The more is better," right?

Brian Horn: Yup.

Jack Mize: That if has a combo, the VHS and the DVD and the CD and it had ... Remember they even made the big old boom boxes like that where it had just about every kind of bell and whistle.

Brian Horn: Everything. Absolutely. Yeah.

Jack Mize: When you look them, those are actually the least expensive ones you see in the store. Now, they're combos because it's kind of cheesy,

Brian Horn: Right. Absolutely. Everything's so cheap now. Yeah. Yeah. You're right.

Jack Mize: But it's trying to look impressive.

Brian Horn: It is ... Trying to get as many people as possible to say ... I just need to put everything on here and hopefully somebody will buy, just like Gil from the Simpson's, just sitting there screaming "Buy me. Buy me. Buy me."

Jack Mize: It is. Then, have you ever noticed the people that do buy those, generally go and add their stickers and their rabbit's foot and everything to attach to it? I guess it's a market for just about anything.

Brian Horn: Absolutely.

Jack Mize: The reason we're doing this is the mistakes that people make when they're trying to sound like an authority, look like an authority, position themselves as an authority, is one that we often see when we bring in new clients. The first thing we do is ... When we do a strategy session, it really uncovers a lot of that and it really is about taking that stuff away rather than adding to it. What we decided to do today is talk about these five things that we find that are the most common mistakes that people are making when they are attempting to look like an authority or an expert whether it's on their websites, on their videos, in their reports, their

profiles on social media. It's so easy to fix. Generally, by ... I don't want to use the word dumbing things down, but simplifying right?

Brian Horn: Yeah. Just stripping it down it down and taking stuff away. Don't add, take away.

Jack Mize: Take away. Make it simple. There's nothing wrong with simple.

Brian Horn: Absolutely.

Jack Mize: One of the first things that we see are people using big words, right?

Brian Horn: And fancy words.

Jack Mize: Yeah, fancy.

Brian Horn: Top-down approach to ...

Jack Mize: That's what ... One of the first questions we ask ...

Brian Horn: That's always what makes us laugh.

Jack Mize: Yeah. One of the first questions we ask when we are doing a strategy session with a client, is to get out of them what they're doing currently. We say "Tell me what is it that you do. What do you do?" We're at a party. We're at a networking event and I say, "What do you do? What is it? What's your elevator pitch?" Some of them were pretty reasonable. Some of them were good, but so many of them start out with this ... I'm sure the clients that will recognize this language, or are very okay with this because they've of course corrected and it's made a big difference. They'll say, "Well you know, what we do is we take a top-down strategic high stakes approach to your business. We're going to do this high impact leveraging and help you pivot ..." and I'm thinking, "I have no idea what you said." What I'm interpreting this is as ... We listen to your ideas. I mean we really listen. Then we say them back to you only in different and much bigger words because that's what impresses people right?

Brian Horn: Yeah, that's what they think. Absolutely.

Jack Mize: Generally I have to slow them down and take it all the way back to, "Okay, stop. Explain what you do to a ten-year-old." Then what's amazing is that will stump them a lot of times. "Oh, um..." It gets them to scale down to what it really is, what their core value is, what their core offer is, what it is that they do that provides the outcome that someone wants. Think about some of those V8 moments that we've seen clients go through where they're like, "I've been trying how to figure out how to identify or describe my target. I've been trying to identify my value and by doing this it's so clear now."

Brian Horn: Monday when I was out at Mastermind out in L.A. that I was speaking at, did that for about eight to ten different entrepreneurs, exactly what we do. It was the same stuff. They either had a bigger, grander version of what they offered and just really getting them to step back. When we're doing the "I am versus I help" statements, which we have a past episode on that that we'll link to. Getting them to do that and I still don't know what you do. I still don't understand what you do. Nope, that's not specific. You're just going after way too much. Also, they go, "Dang, this is where everything's been wrong. This is why the marketing is not resonating. My offer isn't just catching people because I had that one thing wrong."

Jack Mize: Yeah.

Brian Horn: It's a big difference.

Jack Mize: Yeah, because rarely when people are looking for someone to help them. If I could find someone that really has a top down strategic high stakes approach I think it would really be a game changer.

Brian Horn: I need somebody with a really good vocabulary.

Jack Mize: That's exactly it. The reason they do this is because they think it makes them sound important. I don't want to say that's too derogatory

because it's human nature. It's the natural process. People think, "I need to sound smarter. I need to sound clever. How can I make this sound complicated because it raises my value? The more complicated it sounds of what I do it raises the value." The fact is it doesn't.

Brian Horn: Right, I've heard people think also they want it to sound like you are doing more than what they could do. If they don't understand quite what you do it makes you more mystical, magical, and have a knowledge they can't possibly obtain, and makes you more valuable. Like Jack just said, it absolutely ... It doesn't. It just confuses people. I slowly want to go somewhere here. When I went to the doctor and they explain something to you in their medical terms you say, "Take it back brother. I have no idea what you just said." My sprinkler system just had a break in it and a guy came out and explained to me the first time and I said, "Dude, I have no clue what you just said." Well the water came out of that thing once you do this. The water stops coming out of that once the sprinkler system goes off. I said, "Oh, yeah, okay. How much?" That was much easier. That's what people want. I'll make the water stop coming out of that little black thing there when the sprinkler goes off and it will cost you one hundred and forty dollars.

Jack Mize: That's exactly it. So many times when they actually do ... We need an English to big fancy word dictionary that's what it was. By the time they do get it down from their top down strategic high stakes approach what that really means is I help them get more customers by fixing this problem. That right there, is what you need to say.

Brian Horn: There needs to be an app for that. There's a dozen dollar idea for you there. I didn't say a hundred dollars, I said dozen dollars. You could make dozens off of it.

Jack Mize: Yeah, it's going down fast isn't it?

Brian Horn: Yeah, it is quickly.

Jack Mize: That's one. If you have words ... Stop and think, if in your elevator pitch you have words like leveraging, pivot, high stakes, and things like that it's not that there's not room for it, but make sure it's not filtering out what you really do. Make sure that ... Use the ten-year-old approach. Explain what you do to a ten-year-old and as soon as they look like they kind of get it then you know you're on the right path because what will happen is if you're talking to a prospect or a client rarely will they say, "You know what? I might be too stupid to hire you." They're not going to say that. They're going to nod their head and say, "Ooo, sounds interesting." It's not going to resonate with them.

Two, this is the other one that we see a lot. What is it they do?

Brian Horn: Making it all about themselves.

Jack Mize: Making it all about themselves. It goes back to if you dig down into what's causing that is their brain inside is saying, "What can I say to make ... convince these people I'm an expert? What can I say to convince these people I know what I'm talking about?" When you do that that's when those big words come out and that's when you automatically ... it's all about you. It goes back to the I help versus I am. We have a simple way to fix that.

Brian Horn: Start with I help. Talk ... Start off, in the very beginning, with what you can do for your prospect. Instead of saying I'm this or I do this, I help X, or I help my prospects do this. I help my partners to get from ... Paint a portrait right now to get to where they want to be in this particular fashion.

Jack Mize: Two words makes the biggest difference. A simple exercise, if I ask you what do you do? If your response starts with I am or I own you're on the wrong track. It's going to be all about you. Force yourself to start that reply off with I help and it forces yourself ... It forces you to make it all about them. That's one of the easiest ways to do that is you're not ... When people say what do you do they don't say, "Hey, could you give me a verbal version of your resume?"

Brian Horn: Right.

Jack Mize: Yeah. Have you ever looked at resumes? Did you ever look at resumes back in the corp? It would take two seconds to recognize b.s. and recognize ... I don't know. Did everybody buy the same How To Write a Resume book or something?

Brian Horn: My wife is a recruiter and still ... She is recruiting for pretty high up positions that are relatively high, good six figure salaries, and their resumes are awful too. She'll tell me that she rarely sees on that is done correctly. They're all just awful.

Jack Mize: I'll tell you one of the biggest ones is when they all start with ... I know a lot of the folks out here that listen to use, we find a lot of people in the corporate world, they're professionals but they're professionals that still have the ability and the opportunity to position themselves as an authority, even within their own corporation to move up. One of the things with resumes, if you have stuff in your resume, or anywhere, where it says I was responsible for, I was responsible for, I was responsible for. I used to look at those and say, "Well, I understand that that's what you were responsible for, but what were the results of you being responsible?"

Brian Horn: A janitor could be responsible for a multi-billion dollar building also.

Jack Mize: Yeah, that's exactly it.

Brian Horn: Nothing wrong with janitors, I'm just saying that's a way that you can ... It's clever wording.

Jack Mize: People, rather than what you do, they want to know what the results... Even if you give them enough to just romanticize about what those results would be by working with you. That's very important. Make it about them. The almost inverse of that which is going to sound like it's contradictory, but it's not, is if you make it nothing about you. What's the downfall of that?

Brian Horn: You're not resonating to them at all. You have to get back in and make it really about you, not just about your business or the functional aspects of what you deliver. Make it about you. The whole thing that people buy from people, they lack in trust, which is certainly true, you have to make it about you yourself. You've seen Jack and I doing this. We ... getting a banter back and forth is not just about business. If you follow me on Facebook you'll see me do a lot of stuff about what I'm doing with my son and my family. Those things are what resonate with people. That's what people like. They want to deal with people.

Jack Mize: Also, you don't have to be perfect. You don't want to be that person that is non-stop on Facebook talking about, "Well, the ingrown toenail's acting up again."

Brian Horn: You don't want to be the Eyesore of your industry.

Jack Mize: Yeah, but don't be afraid to let people know that, "Oops, here's my screw up." Or that things didn't go your way all the way through. It's okay because people understand. If you try to make it sound like everything ... then it starts becoming unbelievable, it sounds too good to be true. Don't hide your flaws and don't try to mask or eliminate any of those from your story.

Brian Horn: Right. One thing I like to tell people to do also is when you're ... You definitely want to put out those flaws also, but maybe not ... Even if you don't want to, and I don't always like to do it in my ... in your core areas. I wouldn't want to share. I always see people not wanting to share. If you're a tax attorney you certainly wouldn't want to ... A CPA wouldn't want to share when your clients got audited and lost a lot of money, but you can share other flaws you have. You can share and say, "Listen, I am horrible about working out. I do a terrible job eating out so I've hired a nutritionist and a personal trainer because I suck at that." That's showing another flaw you have outside of your core confidence. If you're not comfortable enough with sharing things you may not be great at within your services you're offering, which I understand, share the other things.

There's one I dealt with this weekend where she was very uncomfortable with sharing flaws inside of her business. We found things that she was terrible at which was cooking and keeping plants alive. She put that stuff on Facebook and it worked really well for her right off the bat. Little things like that are great. That makes you, like Jack said, it makes you a real person.

Jack Mize: Yeah, yeah. Just like number two making it all about you is a mistake, making it nothing about you can be almost equally as detrimental or take away from your authority position because authorities don't all have to be supermen. If you think about it even Superman and Batman, what do they all have? What's one of the characteristics that all super heroes have? They have their kryptonite, they all have their weakness. It makes them likable.

Brian Horn: Right, almost all are orphans also. All superheroes, Superman, Batman, Spiderman, Iron Man, all orphans.

Jack Mize: I never thought about that.

Brian Horn: Yeah, I like comic books.

Jack Mize: I'm worried about the fact that you know about that. That's where it is. It doesn't matter if there's that story.

Brian Horn: It works.

Jack Mize: Really well.

Brian Horn: It works better because I can tell you when I first started really sharing about the stuff about my son having down's syndrome, that just resonated with people on a whole different level because before it was the typical I am stuff where I'm jetting off to the Grammy Awards, or speaking on stage, or going out and being fabulous, and all of a sudden I have another story that's very real and not fairy tale. It made me a much more

relatable person. It works well. I push people to talk about those things for sure.

Jack Mize: Yeah, think about it. Like I said, don't take it to the extreme where it's nothing but moaning and groaning about stuff.

Brian Horn: Get rid of that.

Jack Mize: Yeah, but there are people that do that.

Brian Horn: Oh yes there are. I know what one you're talking about.

Jack Mize: If you don't know one then you're probably that one. Now, what do we have there? One, two, three, and then four. How many times have you watched a landing page video or you've read a squeeze page, or landing page, or you've even read an e-mail where people start out, I have to tell you right now I've been guilty of this, where you start out addressing them as, "Hey guys or Hey". What you're doing is you're speaking to a crowd. That has such a huge psychological impact to the person reading that and consuming that content. It's so subtle to you, but here it is. Studies have shown, in marketing, people don't like being spoken to as a crowd. They like being spoken to as if you were speaking directly to them. We see that often in people's marketing or when they're talking to ... One of the reasons they do this is because they feel that they're covering ... If they speak too specifically to a particular person or prospect type that they'll be alienating others. This goes back to micro-specialization.

Brian Horn: Absolutely, yep.

Jack Mize: If you feel that you are alienating or you are neglecting a big chunk of the market because you get too specific, guess what? Good for you. You're probably going to make a lot more money. Oftentimes when I'm working or doing strategic strategy sessions, and I know when you're working with people one-on-one, that's one of the things that we hit on very, very closely. What do you do? Who do you help? It's the who do you help comes into, "Well, I can help this and I can help them, and I can help

them, and I can help them." We always say, "Well, pick one" when we're doing your authority positioning. If we're going to be doing any type of news releases, stories, or pitching you for interviews it's got to be ... I often tell people to think about ... Assume that Oprah calls you tomorrow. Oprah is going to call you tomorrow and she's going to say, "You have ten minutes. We have a ten minute segment and we need three to four talking points, questions, and a three sentence introduction."

When you have that kind of opportunity you're going to stop and think, I only have this much. Who's my most profitable prospects? Who do I have the most passion around helping? What's going to have the biggest impact message to that group? If you go out there and say ... We've had people that are coaches. Who do you help? I can help anyone. What do you help them do? Reach their goals.

Brian Horn: Yeah, you're gonna be broke. Yeah, they're being the answer to everyone is the solution or nobody. It's just going ... It's not going to resonate at all. The reason it also helps in the fitness industry where they're going after women. I said, "Well, do you want to help women that are working out the very first time or people getting ready for a fitness competition?" We've done all. I said, "All right. That's not going to work." We went over their top clients; which ones they made the most money from, which ones were the most passionate followers of theirs, and we got it down to women between twenty-five and thirty-five that were single professionals or trying to ... working too long and trying to get back in shape so they could start dating or get into a serious relationship and take care of themselves. That's so much more specific. Once we hit that we went over how they're going to target it on Facebook and by lists. Do you see how much easier it is instead of targeting women you're targeting a specific age group, single professionals? I said, "Then just go on to Plenty of Fish, buy some ads, and you're going to crush it."

Jack Mize: That's the thing, what it does is it helps when we talk to people about creating their crystal ball. One of the most powerful things you can do to position yourself as an authority is to create your crystal ball which

makes your prospects feel like, "Wow, you really know them, you understand them." You can't create a crystal ball to a mass of people. One of the easiest things, if you have a hard time getting your head around this is what you should do is ... Let's take the fitness person for example. If she was at a party and there was someone that came up and said, "What do you do?" It looked like they could be a prospect. You find out a little bit about what type of prospect that would be and then you start speaking directly to them regarding the things that you can do for them. If you came up with ... If a young female that's an athlete that is looking for peak performance or whatever it is, you're not going to immediately say, "Well, we really help people get off the cravings for this and help them get the willpower to get up in the morning and do it." Would you start talking to that person like that?

Absolutely not. You identify them first and then you craft your message to them. That's where too many people when they're doing it virtually, on video or landing pages, they try to cast that wide net. Let me try to at least capture a big segment of the market. Right there you've ... What's the ... Was it a fable or whatever? The dog that drops the bone sees his reflection in the pond and then drops the bone trying to grab the other one? You end up getting nothing. What's the other one? He who chases two rabbits catches neither?

Brian Horn: Yeah.

Jack Mize: Man, someone should put those on Facebook.

Brian Horn: Someone should have a little meme around those. Those are pretty smart.

Jack Mize: That is ... Meme. I feel so stupid every time someone says that.

Brian Horn: It threw me for a while also because my mom calls herself Meme to the grandkids and it's spelled the exact same way.

Jack Mize: I would understand that.

Brian Horn: I was like a really old man the first time I said that word publicly.

Jack Mize: Yeah, well my kids say meme. I try to sneak it to them without acting dumb. What does that mean? You know, it's a picture with... Okay. I'll look it up.

Brian Horn: I'll Google it.

Jack Mize: Then number five.

Brian Horn: Number five is not being consistent with your avatar.

Jack Mize: Not being consistent with your avatar. If you don't know what we're talking about go back and check the episode.

Brian Horn: Four Faces of Authority.

Jack Mize: Four Faces of Authority. Which authority are you? Your authority avatar. This is one that people have avoided. A lot of mistakes with this. We've had people that have had common ... They've actually stopped production on print media and things like that because it's like, "Oh my gosh, I can't believe the mistake I was just making." Where they change their ... from the stage talk or something like that. What we say is not being consistent with your avatar is, and without going into detail, there's generally four general faces of authority. Four authority avatars.

Brian Horn: The first one is the Joe Everyman or Jolene Everywoman. Regular person. If I can do it you can do it type thing.

Jack Mize: That's the core of it. They're the if I can do it then they can do it too authority. Then we have the...

Brian Horn: The cowboy.

Jack Mize: The cowboy which is the...

Brian Horn: No b.s., they just tell it straight, like it is, and they really appeal to people that have a lack of self-confidence. They're able to get confidence in themselves and get in there.

Jack Mize: Somebody that will be there. Personal trainers are oftentimes like that. Then we have the soldier.

Brian Horn: The soldier.

Jack Mize: Which is that defender.

Brian Horn: If somebody feels weak and threatened they just need somebody to...

Jack Mize: Be there with them and be by their side. Do some stuff for them. More on the done for you type of mold.

Brian Horn: Then we have the wizard.

Jack Mize: The wizard. This is the one that a lot of people make mistakes of.

Brian Horn: Absolutely. Everybody tries to be the wizard.

Jack Mize: The wizard is that authority avatar that is just ... they have a special gift. They have special knowledge that the prospects, their following benefits by just being around them, for being in their circle. We talked about people like Anthony Robbins.

Brian Horn: Oprah.

Jack Mize: Oprah, Joe Osteen. People, they get benefit and their lives improve. They have no aspirations that I'm going to be like that person or that I can achieve that level of whatever it is they do, but their benefit is because these people are the smartest people in the room they have a special ... something special that I don't have and I never will have but I'm going to benefit around them.

Brian Horn: They're just going to rub off a little bit on them. Can you imagine Tony Robbins saying, "Come to my next three day event and you'll leave just like me with an exact road map to be exactly like me." It's never going to happen.

Jack Mize: People will even excuse themselves saying, "Well, that's not me. I can't do that." What we see happen are people that do extremely well in their service, their product, their story, their back story lends themselves so perfectly to the Joe Everyman if they can do it I can do it too. Yet they try to make themselves the smartest person in the room. That completely conflicts with this. If you're following ... They follow you, they resonate with you because they see you as a person that has been where they are and you've brought back that map, you've brought back that blueprint to show them how to cross over and obtain the success they have, but then all of a sudden you contradict that with, but I achieved this because of some special gift.

Brian Horn: Right. We see that a lot in the marketing world. We see that a whole lot where someone will have a message one day that, "Come and buy this product and you can make millions like me with this one simple trick". And then the next ... A few days later you'll see a post and see them talking about how brilliant they are and how gifted. Those two alternates I see all the time.

Jack Mize: That's right. If you go back to the superhero thing and you look at what's the difference between Superman and Batman? Well, Superman is from another planet, has super powers. Batman is just a loon that runs around in wrestling tights and has learned how to scale things and has a lot of money for toys, but he has essentially no super human abilities.

Brian Horn: Right.

Jack Mize: Yeah.

Brian Horn: Iron Man.

Jack Mize: People would be much more likely ... Batman. I'm going to show you how to be a crime fighter that has a flair for fashion versus Superman, I'm going to teach you how to be Superman. Granted there's the whole krypton thing, but pay no attention to that. Outside of that you can do it. That's where you really have to be careful. If we just said something that makes you think, "Hey, wait a minute. That sounds familiar." Go check out the Four Faces of Authority episode because that has really changed the way a lot of people ... Our clients have shifted their avatar. We're not saying invent a persona and invent a personality that is not yours. You want to extend yours, you want to accentuate yours naturally, but one of the biggest mistakes you can make is trying to be the smartest person in the room if you aren't naturally that wizard persona.

Brian Horn: You don't have to be the wizard. We go over this, we go over different examples each week when we talk about it. The wizard seems much more appealing to so many people. They go, "I want to be the wizard. I want people to have adulation for me and love me." They adulate Joe Everyman just as much. It's no different. The top people in our industry like Frank Kerns and Ally Browns, they all fall into that Joe Everyman type. Frank's thing was: "I'm just a dumb surfer who learned how to make eighteen million dollars a year online." Ally Brown's was just a regular working person who had seventeen dollars in the bank and decided, "I want to be an entrepreneur" and now is a multi-millionaire. Those things ... One's not better than the other. That's the one thing when if I talk about this with a group I always have to stress that because people seem to just gravitate, "Well I want to be the wizard. That's the best one and Joe Everyman is the worst. Wizard is the best."

Jack Mize: If you go and think about it ... Right now, think about the most famous and probably successful fitness gurus, think about the most successful and famous financial guys, think about the most successful folks in just about any industry and if you go back to their story what occurred?

Brian Horn: They had the problem to help people get over.

Jack Mize: They had that. That's right. They suffered through a tremendous, or some people think, insurmountable losses. They used to be completely unhealthy and on the brink of ... They had that and they overcame it and now they are bringing about that map. They are the Joe Everyman. It's not because ... We've talked about Arnold Schwarzenegger, that guy was ripped when he was seven-years-old. It's going to be hard to get that couch potato to say, look, I'm going to show you how to be like me. How? You've never been me.

Brian Horn: You can look at some of the top politicians. Obama, when he was first elected he had that story he's just one of the regular folks. He's just a regular ... He really was. He has a lot of the other qualities of the wizard but he used that Joe Everyman story when he was first coming up. He used it very effectively.

Jack Mize: Yeah, that can be ... Do that with purpose. A lot of people don't do these things with purpose. They don't think about the why's of what's behind their avatar. Go back and think about these five things. If you recognize that you're doing any of these all of them that we talked about are so easy to course correct. It's just a matter of thinking through it, being purposeful about how you're creating your content, how you're doing your videos, how you're talking with your prospects in person. If you will just go through what it is you do and how you present and make these slight changes you're going to see something pretty magical happen because they seem simple, and they are simple, but they have a huge impact.

Brian Horn: Right. For proof of this right now ... I had people do this at the event I was at recently, go on Facebook and do one of those self-deprecating type posts. Actually talk about ... Not self-deprecating, talk about something you're not great at. If it's you're killing plants or you can't seem to figure out how to eat right and get rid of your belly now that you're forty or whatever. Put something down where you admit a weakness and you admit and talk about it. It makes people resonate with that so much. It's not like you're making any clients out of it. Once you talk about something you are good at after that it carries a lot more weight. I see some people

doing this, even people that are in an authority position, all they talk about is I'm great at marketing, I'm great at copyrighting, I'm great at design, I'm great at managing people, I'm great at everything, and then it becomes just noise. When I talk ... I'll go back ... Talk about one thing you suck at and then you'll see this boom, it'll blow up, and it really ... Then everything else you say from then on carries a little bit more weight and is a little more believable.

Jack Mize: Oh yeah, and the interest level, definitely engagement, goes a big way. Do it. Do that exercise. Do it and let us know. We always love hearing from folks. Authority Alchemy dot com. If you're looking to claim your authority we are there to make that happen as well. Give us your feedback, let us hear your story, let's see you on Facebook. Facebook forward slash Authority Alchemy. Facebook dot com Authority Alchemy. We look forward to seeing how you might get over one of these five mistakes. Anything else?

Brian Horn: That's real. See you next week.

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