



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 is another episode of the show that you just heard them talk about, right?

Brian Horn: Yeah, that's why I didn't say it anymore.

Jack Mize: All right. Perfect. We are ...

Brian Horn: We don't have to say who are either.

Jack Mize: You can look right below here if you're watching the video if it works this time.

Brian Horn: Yeah.

Jack Mize: That's always the way it happens. You get all primed up and like, "Yeah, let's start," then something happens, right?

Brian Horn: Yeah, we get all dressed up, get all fancy, even shower and stuff and the video ...

Jack Mize: As far as they know. They don't have to know the truth now that they can't see it there.

Brian Horn: They cannot smell the vision, so they may not know.

Jack Mize: Well, so today Authority Alchemy, this show is going to be ... We get a lot of emails and requests and Facebook and I actually had one the other day that even gave me the idea for this episode. I'm like, "Gosh, we haven't done an episode ..." yes, we haven't done an episode on creating a bio page, creating the About Me, the bio type stuff for whether it's your website, your LinkedIn, your Facebook, your anything, your

Amazon offer page because it's actually one of the things that people wait for the last minute to put together, right?

Brian Horn: Right.

Jack Mize: It's usually the thing people spend the least amount of time so, "Let me throw a few things in here and ..."

Brian Horn: Throw a couple of bigger conference I have and what my ... At least part of what I do.

Jack Mize: It ends up being what, just a really watered down, lazy resume. Are you applying for a job? You wouldn't get a job with most people's About Me page or their bio, right?

Brian Horn: People just don't even think that's one of the things you really look at when you get a book. You read the back cover or whatever and you'll read a little bit about the author. Those are horrible also.

Jack Mize: I think I saw, I don't remember if it was Social Triggers, Derek Halpern, I think he may have talked about how that's one of the most visited pages on a website is the About Me. Putting together a bio and something like I said people they put probably the least thought into, the least time into, "Well, I need one so let me just put something up there and I'll get back to it." Have you gotten back to your bio page yet, your About Me page yet?

Brian Horn: I haven't.

Jack Mize: Hey, we're guilty of it too at times.

Brian Horn: Absolutely.

Jack Mize: But it's one of the things that can make a big impact when people are, "Let's see what this person's up to. Let's see what they're doing." You don't want to make it the resume, right? Just like we say about

just about anything, even though it's an About Me page, who should it really be about?

Brian Horn: Yeah, it's about the person you're wanting to buy from here.

Jack Mize: It is but it can be about them woven into stories about you. This is your perfect time to connect and resonate like, "Wow. I get this person." It goes deeper into just that two-inch layer of business that most people talk about their bio or the real brief, "My wife and two kids enjoy camping."

Brian Horn: It's your chance to connect with that potential prospect, with the person reading it and that's one of the few times we really can connect on that personal level because if you're an educator advocate advisor and you're creating your content, listen, we talk about family stuff sometimes and all this stuff but for the most part, you're really trying to educate and help that potential prospect. Your bio is a perfect time for them to really see inside who you are and really relate to some specific things about you.

Jack Mize: Yeah, but even the family stuff can be pretty powerful but you can craft it to where it still relates back to them.

Brian Horn: Absolutely.

Jack Mize: Let them resonate with you because that's what you're after is to resonate. Think about this, if you have a book, if you've offered a book, if you have an Amazon offer page, if you have a LinkedIn page, which you should, a profile, your Facebook, Twitter, About Me, all those...

Brian Horn: I've just saw one of my bio, I forgot which one it was, maybe my Facebook one, I forgot to update for a while, I was like, "Wow. That's old."

Jack Mize: Yeah..

Brian Horn: Yeah, that was still when I was working with Dan Kennedy. That was still ...

Jack Mize: Wow.

Brian Horn: Brian, are you still working together? No, Dan's moved on to other things. I'm doing different stuff and that's a few years old.

Jack Mize: One of the things people ... They start writing a bio. They get down and they start writing it in first person or start with the bio and what you should really do and what we do with our clients, a lot of our clients that we work with them on their profiles and their bios, especially for books and things is we have them tell their story rather than, "Give me the bio," right?

Brian Horn: It makes a big difference.

Jack Mize: We have someone tell their story. You're going to get a lot of things out of them that you may not have thought about putting into a bio so this is simply a way for you to tell your story and we have our clients interviewed so that we can take it and transcribe it and then craft a bio out of that. You can do the same thing. We're going to give you some of the exact questions that we give to our clients in order to craft that bio. The way that we suggest that you do to this to get the most out of it is don't just sit and write these questions down and start typing out your answers.

One of the best ways to do it is to get a recorder, whether it's on your phone or anything and answer the questions in a very conversational style as if you were telling that story to someone and even better yet if you have someone that you can tell that story too.

Brian Horn: You'll see our questions lead to stories also. It's not a, "What was your ..." "Tell me about your job. What was your title to your job and what have you accomplished?" These are very story-driven ones because that's what ... People like to read stories and that's why you resonate with them.

Jack Mize: The way that we start off with so if you want to follow along and think about these and then you can go back and answer these questions because you'll get a really powerful bio out of this is number one, first thing that you can answer is, what was your entry point into what it is that you do, whether it was entrepreneurialism? That's generally where most of the folks

start off because most folks are entrepreneurs. It doesn't have to start off with what you're doing right now. It doesn't have to start off with your product or service. They see that all over everywhere else. This is about you. What was your entry point into entrepreneurialism, into what it is that you do? What you do is think about a couple of stories and actually a specific time or event when you caught the bug for whatever reasons.

Brian Horn: It can go back when you're wrong. Most of our people, when we're doing interviews for a book, almost everyone of them sold pencils or candy ...

Jack Mize: That's right.

Brian Horn: ... in school. One guy I think was a drug dealer but other than that I think everybody ..

Jack Mize: Well, you know, pharmacist.

Brian Horn: Yeah, recreational pharmacist but he sold little things like that. Myself, mine was mowing lawns. I had a lawn mowing business then raised dogs then a deejay company but all that was when I was a kid.

Jack Mize: Yes, so go back. It doesn't have to be the first like real business you started. You mowed lawns. Yeah, we had a lot of people that they said they go buy candy wholesale. They get their parents to go down and buy big bags of candy and then they go sell it piece by piece to their school friends. Lawn mowing, washing bicycles, whatever it is. Some people have some pretty creative ones as well and someone had some ones that I didn't think ... I wonder how they ever thought that would make money, which may lead ... It'd be an indicator of where they are now but you get some really remarkable stories so don't be afraid to talk about that. Don't worry about it because guess what, no one has to listen to it if you don't want them to. Just get it out.

Brian Horn: One thing I like doing in those also when I'm interviewing people and I ask for these, I ask for specific examples and good stories

when they're giving that, not just that I mowed lawns. Mine was that I remember mowing lawns for that summer and we had 8 clients paying me 20 bucks a lawn. It was summer in Texas. It was miserable and hot. I remember going on vacations for a week and I'd miss and I'd come back and the grass would be really high, they're going to be two times as long then I have to rake so all these really specific things like that so you can put just that one little thing. I talked about mowing lawns and you miss a week and you're having to actually you rake and stuff because it was so thick that somebody down in Texas or has mowed lawns before would remember that stuff.

Jack Mize: Tell a story. Give one or two examples and go into detail. Make it interesting. Again, nobody has to hear it if you don't want it to but you're going to get information out of it. Second question, think back to that first book or that magazine or that course or that movie, something that really sparked in you to be an entrepreneur or whatever it is. I remember watching, not that I was around when they were first made, but do you remember the Little Rascals shows? Think about whenever they would get together and put on a show in the barn or something, you're not going like, "Hey, you could put a stage in here. I've got a backyard, yeah. I've got the guy next door. He thinks he's Elvis. I can make him get up and sing." If that's the thing that you can remember that first started that little, that tinge in you, tell that story about that first thing. Some people and this could be older too, beyond childhood. A lot of people, what's some of the most common things? Rich Dad, Poor Dad.

Brian Horn: Rich Dad, Poor Dad's a big one. Some of the ... Seeing a Tony Robbins infomercial on TV.

Jack Mize: Yeah, Think and Go Rich.

Brian Horn: Yeah, all the things like that, just something that just clicks for you. Me, it was a Dan Kennedy book that I got him as a client when I really started just all sincerely reading those materials. Yeah, anything like that.

Jack Mize: Yeah, I think like the first thing I discovered Entrepreneur magazine. I was like, “People working for themselves.”

Brian Horn: That’s crazy.

Jack Mize: Again, don’t censor yourself. Think about what was it really that started that really got fire started in you.

Brian Horn: And how, what was some specific things in there. It’s usually, in most things, almost every case there’s really something very specific that resonate with you. All of a sudden, it’s just your aha that just clicked and you got in sharing stuff like that. You’re probably thinking right now, “I can only fit so much in a bio on the back of a book or website. These can be long.”

Jack Mize: This is the raw clay.

Brian Horn: Sometimes it’s going to be really long. If you have something like in the back of a book. We have a lot of room on your About Me page. We can make that very, very long. David Frise’s is very long. His About Me thing, it can take you half an hour to read his whole thing.

Jack Mize: But you’ll sit and read the whole thing.

Brian Horn: You’ll read the whole thing because it’s really good.

Jack Mize: ... Because you’re drawn in.

Brian Horn: It’s great. You don’t have to write a long one, you can condense it.

Jack Mize: Then once you do that, that’s when you have the bug, then tell the story. Are you starting to recognize this? Have you ever watched any movies, biographical movies about stories? You’ll start seeing the act one, act two, act three here then what you want to do is tell the story of your rise from being that fledgling, that green, that naïve entrepreneur to where you went beyond that, where you may be now. What I like to make it what was

the crossover point from I'm going to be too I am. Whatever you are right now, if you are a fitness instructor from I'm going to be a fitness instructor to I am a fitness instructor. I'm going to be a personal development coach to I am. I'm going to be a top recognized CPA to I am. What was that crossover point if you can think to that time and tell a story around that because there you get some really interesting stories and we also have a lot of people that it jogs their memory like "Oh, you know, I haven't thought about that in years but here's what happened." "Here is that pivotal moment that it really came down to what made something happen."

Brian Horn: A lot of times the stories that are good in there are the struggles. With most of them, you're not going to, "I had a win here. I had a win here. I had a win here so I'm the big one." That's always been, "I just royally screwed up at this point. This is when I didn't know what else to do and the guy I was working for really took advantage of me. My partner took advantage of me. This customer ripped me off. I got in trouble with the IRS," whatever. You've got some stories and that's what works...

Jack Mize: I don't think I've ever talked to anyone that didn't have that big just, "Holy crap, this could've stopped everything." This is a big, big obstacle that they had to overcome and that's probably psychologically, if you dig into it, one of the reasons why they did get to where they are so it doesn't matter. It may be painful. It may be something that you haven't talked about or whatever but get it out there. Again, you can censor yourself later but get it out there and you'll be surprised that you may have a story that's good enough for a biography.

I'm always amazed when I sit and listen to some people's stories especially I'm at events and we'll go out to dinner and some of those just start talking and you're like, "Are you kidding me?" They'll think, "Oh, this is nothing special. I'm nothing special." "Are you insane?" Is your last name Gump? It really is just to get it out there. There's a lot of people that like I say, it jogs their memory, they remember back the things that they haven't thought about for years. All right so we got to tell the story and then you bring yourself up to date.

Brian Horn: Talk about your current offer and what your magic is, what's your little special things you offer that nobody else can offer.

Jack Mize: That's right. Your magic and if you say, "Well, I don't really have any magic." Well, you got to change your thinking. You do have magic. Everybody has magic when the other person doesn't know the trick, right? That's why there's magicians at amusement parks and there's magicians on stage in Vegas, all right? All they do is know a trick a little bit better than the last guy but the big thing is, they know a trick that their audience doesn't know.

Brian Horn: My dad when I was young used to do stuff. I loved when I had a birthday party, he did that and one of my friends just flipped out, just lost his mind, started screaming and crying. It all depends on who are your audience.

Jack Mize: You got to be careful about there's some that will actually, "Okay, all you got to do, you cut that, you cut ..." So you have magic. Let's get that out of the way. You have magic because you know a trick that obviously works for your prospects, for your customers, whether it's your service, whether it's your product, you got magic. Talk about what it is, your current offer, what that magic is and what I say it comes down to, what you're most confident about, what you can look your prospect in the eye and say, "I can help you." That's your magic. Whenever you can look into their eye and say, "I can help you," but then talk about how and when did you first discover this magic. Are you going to associate this with movies? What was it the Harry Potter? I don't think I got past one. It was entertaining but it was kind of weird for me but isn't it always ... And even in movies like a Batman or all those ... one of the greatest parts of those movies that you really are eager and anticipate is when they discovered they had this ...

Brian Horn: Yeah, that's always like that with movies. The latest Superman, the Man of Steel, when he first realized he had powers or the first time he learned he could fly and stuff, that's the ...

Jack Mize: Those are some of the best parts. Those are some of the climaxes. Don't underestimate this or underplay this. When did you first discover what it is that you do? You may think, "It's funny. Well, it's easy. My buddy showed me how to do it," but you can talk about that and you'll discover that there's something special about there just like your buddy may have shown you a trick but the first time you showed that trick to someone else and they're like, "Wow."

Dancing is one. Don't you see people that dance and you think, "Man, if I can just do that move." Well, I don't what I would do but it's magical. All of a sudden, they're a special person, right?

Brian Horn: Same when you play guitar, that's what I think also, "Wow, how does he ... If I can just play one song on guitar, I'd be so happy."

Jack Mize: Yeah but if I go up against some rock god, they're going, "Hey, come on, sit down kid." It's all that framing and relative and it's like magic tricks. You may be, "Wow, magic's so cool," until you learn the trick and go, "That all there is to it? That sucks." Well, no it doesn't. Don't get jaded but spend some time talking about how you discovered and how you developed whatever is that skill, that product that you have that really makes a difference to your prospects and to your customers.

Now this is where you walk that fine line when you start talking about yourself and your family and things like that. You don't want to be, what would you say, you don't want to go overboard. People don't want details. They want a broad sketch of what it is.

Brian Horn: You know what they really want? They want to connect with it because really, if you just put, "I have two kids and a dog and I live here," there's really no point in putting that other than just saying that you have kids but I you can talk about something with your kids like if Jackie talks with him liking to play baseball with his son. That makes it a whole world of difference than just saying, "I have a son and yeah, my son plays baseball." "I love to watch my son play baseball. We've done this our whole lives."

That relates to every dad out there plays sports with their son, daughter or whatever.

Jack Mize: Be very careful because I ... this is the one part, especially when we're interviewing people in person that sometimes they start to going off into long, long varying details because they'll be halfway in the story and then all of a sudden, "Oh, oh and there was this time." No, no, if you catch yourself saying, "And then there was this time ..." and you're getting into your little micro episodes of things.

Brian Horn: There's one time at band camp ...

Jack Mize: People don't talk about that.

Brian Horn: Yes.

Jack Mize: Give them the broad story because that's always the thing that I'm most uncomfortable with, like when we do webinars and things like that, there's always that point in the presentation where they're, "Let me tell you about me. Look at me. Here I am on the boat. Here I am with my family and here I am. Let me tell the story," that can be very powerful for somebody but also there's some people that go a little bit overboard with those when people want you.

Brian Horn: It has to be a relatable story. You want something that's ... It has to be a real story. Just riding in a boat is not a story but if riding in a boat that crashes and then you ...

Jack Mize: Yes, and made it different yeah.

Brian Horn: Then you save your kids life and that teaches you to value your family more, then that's a story that works.

Jack Mize: That is but again, don't censor yourself when you're telling it but when you're coming back to it to use it in your bio, you may want to censor it just a little bit. Then when we get to the hobbies. Now when we say hobbies ...

Brian Horn: I think passions. I like to use the word passion.

Jack Mize: Yeah...

Brian Horn: That can take away you from just liking baseball, going to movies or playing guitar or golf or whatever to other things.

Jack Mize: Yeah, instead of saying just, "Here's what I like to do." "Here's my passion outside business." What I like to think of it, what is it that you do to recharge from your business? What is it that you do to recharge that when you go and take some time off, whether it's music whether it's sports, whatever, then don't just say what you do but say why you do it and what it does for you, how it recharges you. A lot of people, they paint, they do art, they do ... We've had some people that have some pretty cool skills that you never would ... juggling, I've always been amazed that ... I worry sometimes about people that are really good at juggling.

Brian Horn: They spend a lot of time doing it.

Jack Mize: It's like, "Man, this real ..." "What do you do?" "No, no, no, one more time, I'm going to get this down."

Brian Horn: I'd like to put this also, any type of charities that you're involved with because that's one that people can really resonate with. There's usually a story behind that also so putting those in that same section, just seems ... If there isn't, that's fine. You don't have to cram more and say, "Well, this one time I took some old towels to a pet shelter." You don't want to put out that stuff but if it's something that has a story about it, it's compelling now and I'd put those in there.

Jack Mize: They go and they record this. They have this big recording. What do they do then?

Brian Horn: Nothing.

Jack Mize: Right?

Brian Horn: Here's what you got to do, as soon as you do this, I wouldn't go back and listen to it. In fact when we do this with clients, we have them record it into a recorder online where they can't go back and change that note up. It's there. It's done and what you do is immediately you have that transcribed. Get it onto paper because there's a huge difference between you just having it there on an audio file for you to listen to because once it gets on paper, then you can start rearranging things and you can start seeing how things fit together.

There's also folks out there that are really good at writing and putting these things together. We have our own writers that work on our clients' bios that come out and it's almost ... We like to call them spotlights too. They almost come out ... If someone was to do a spotlight or profile of you in a magazine or a newspaper, it comes out into that form because it's not just a third party or third person resume, which a lot of, "So and so did this, this and this and then they did this, this and this." That defeats the purpose. It doesn't really work but if you think about it, turning it into more of a spotlight, a profile style article about you that can easily be reused as the bio, your About Me page, again, your LinkedIn profiles. When people go and they click on that, they actually want to see something. What they find is something very thin and ...

Brian Horn: It's all about what you do. It's all about you.

Jack Mize: Again, it goes back to the I am versus I help and you don't have to be so specific in that but when you're telling these stories, you're going to find that it's easy, so easy to turn and get it into that framework. The critical point is just to sit down and do it. It takes nothing. Right after you listen to this, get out your phone if you have some time, you have 30 minutes even, sit down open up and answer these questions, go through each one of these five questions and at least get it down. Go get it transcribed. What is the easy one that they do?

Brian Horn: Speechpad.

Jack Mize: Speechpad

Brian Horn: Speechpad.com. It's a dollar a minute I think so if you only record over 15, 20 minutes, it's 15, 20 bucks to get transcribed, super cheap and 48 hours or so they usually get it done.

Jack Mize: What you're going to find is you're going to get a biography out of this, a profile that is going to far exceed anything you thought you could sit down and probably far exceed anything that you could actually sit down and take directly from brain to paper. What you're also going to find that we've had clients find is that when they do get people that even have an arm's length reach to media, reading these things, they become an interesting person because media doesn't just want people that are clever or smart. They like a story behind it and if you have a good story behind it, it makes it even that much more. I know one of the clients I did some news in the early instance was around a product that he has that stemmed from when his mother passed away and worrying about his daughter and things like that and there's that story behind that. We did a release on that and within a week he's on live television telling it and it just escalates out from there. You'll be surprised at what this can lead to. You'll be surprised how ... Are there analytics that they can see how many people actually read the About You stuff like on LinkedIn and things like that?

Brian Horn: They have to check on their website.

Jack Mize: Yeah, yeah, because you'd be really surprised at how many people and what types of people are reading that and what that can lead to. I'm trying to get how many speaking gigs that I've gotten from LinkedIn profiles and when I talk to them about it, they actually mention stuff that was in the profile or mention things that you know that was impactful to them to be able to make a decision.

Brian Horn: Most people that I go speak for when I'm talking to them, it kind of the point also, it ends up not being about ... All about the business that I put out there. It's all the other stuff I put in. It's all the other things that the About Me we'd put in here, other things that I'm doing. That's why it's an important part to put in there.

Jack Mize: Yeah, here's what I'd like you to do. Go through ... We're going to actually put these questions right there. Go to AuthorityAlchemy.com if you're listening to this iTunes or on YouTube or anything else and go and we're going to actually have these questions, these five points that you can actually grab this and answer these and put it down, get it transcribed and we'd love to hear back from you to see how this has made a big difference in your biography, in your About Me page because I promise you, it's going to give you one that is way better than one that you ever would have thrown together as a second thought like most people do. What else can we do?

Brian Horn: Have us do it for them?

Jack Mize: I don't know about that.

Brian Horn: You don't think so?

Jack Mize: We might. We had somebody that requested that we offer that as a service. That's something I thought about. Do that. Give me some ...

Brian Horn: Yeah. We'll leave a little link on there where you can apply for and we'll see ...

Jack Mize: Let us know if you think that would be a good service. If not, you got the tools to do it yourself because that's what authority is all about. Did that make sense?

Brian Horn: Sure. It sounds good.

Jack Mize: Is that the way to wrap up a show?

Brian Horn: That's what authority is all about.

Jack Mize: I know.

Brian Horn: That sounds like a good sign off line.

Jack Mize: Because you know we painstakingly write the scripts for these shows and ...

Brian Horn: That's what authority is to me. Good night, folks.

Jack Mize: Yeah, it's almost like a band, man, bang. The grind down, we're doing the grind down here. All right. Very good folks. Thanks for watching Authority Alchemy. AuthorityAlchemy.com. Find Facebook, YouTube, you know all the places and we'll see you next week.

Brian Horn: All right. Bye-bye.

RESOURCES

Rich Dad Poor Dad by Robert T. Kiyosaki

Think and Grow Rich by Napoleon Hill

SpeechPad.com - A transcription service