



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: Authority Alchemy with Brian Mize.

Brian Horn: Jack Horn.

Jack Mize: I'm going to mix it up, she's paying attention right?

Brian Horn: That's right; they may have not even known they're listening to Authority Alchemy, without you saying that.

Jack Mize: That is. That right there is a lesson that we can learn today, and what do you call it? What's the fancy marketing term, taking the left turn there.

Brian Horn: I don't know what you're talking about ...

Jack Mize: Where's my mind, you know the power interrupt ... Wake them up, they're in the car, they're walking on their escalator master. They might ... Wake them up with pattern interrupt. That's it, because that's what we're going to be talking about today. From last week we talked about selling the opt in, on e-mail list. Today we're going to be talking about, what do you do after the opt in? All right.

Brian Horn: You got to connect with them, build your authority and get them prep, and ready to want to spend money with you.

Jack Mize: Spend money. It's like from the jerk, "It's a profit thing."

Brian Horn: I got you.

Jack Mize: Don't you love when of people try to make you think that they're not in it for money, that they're just the good guys. I'm sure there are some.

Men, I just care so much, I'll give you the shirt of my back. I care so much for you, and pay no attention to the affiliate link at the end of the ...

Brian Horn: ... There is one episode of wasn't the profit, it was bar rescue. I love those shows, I guess Spike TV has all these business type shows. It was the same, there a person he was helping out. The whole point of his business, I don't know if it's profit, or bar rescue. One of them, they would not say it was for the money. They kept saying it was just to help people, and give back to community.

He didn't call them out, I said "I cannot live and calling this person out on this." That's crazy, there's no reason to any of this if you're not making of money.

Jack Mize: There's always a profit, I hate to sound like cheating, was that cheating?

Brian Horn: No, it's honest. It's ridiculous to think there's anything else.

Jack Mize: I know, I saw a picture of Gandhi. I was looking at a picture of Gandhi the other day. Gandhi with all of his earthly belonging, he was just sitting there on his sheet, and I think he had a cup and his glasses, and a book. I could have sworn I saw a lottery ticket. Sticking out underneath his foot. There's always in the back of their mind, right?

Brian Horn: Absolutely, for businesses, yes. For other people, there are ones that are not in it for that.

Jack Mize: I'm not saying that Gandhi was trying to make money.

Brian Horn: For clarification, there are lots of people are go and do things not for the money. I have some in my family as well. I have a several teacher in my family that are definitely not doing it for the money, it's more for ... They like working with the kids, and they can have time off during the summer. In shorter days they can spend time with their own kids. Just like teaching kids, there are lot ones like that, yeah.

For business person telling me it's not all about profits is lying to you. There making excuse of why they are broke.

Jack Mize: That's another bigger reason, I think that's where people say ... Anybody that says it's not just about the money, it's because they probably are making as much as they thought they would with what they're doing. But you don't have to do that, on the other side of the e-mail, when someone opts in, and we're all guilty of that. How many times have you opt in, into a list. You will always complain about, "Man they were hammering with e-mails, or hammering with e-mails." But if you actually went back, and could calculate, and count.

How many e-mail list you've opted in, and never received anything from them ever again. I bet you see that it's a lot closer than you think right?

Brian Horn: Yes.

Jack Mize: Because that's what people said, what do I send them after I opt in. We only going to big resource list of things. When we say opt in, have an auto responder. I've actually worked with companies, especially businesses that think that when someone opt in, then every day, they don't want the chore of having to e-mail that person something. They're going to sit down, and what was it ... It was a Jimmy Fallon, he would make his little thank you card.

What was it, he writes out to every single one of them. That's another jerk reference, where he writes out the checks to each person, one dollar and iron balls, one dollar. People don't realize, it's done for you, it's said it and forget it if it were really true, anything like AWebber, get response, eye contact, [inaudible 00:04:50] all those things have the facilities to do that. If that's even on your radar of concerns that doesn't need to be.

You can set that up to go and, and then actually could get quite complex as well. I don't really want to go into that as being an issue. That's a 25 cent problem, or 19.95 a month problem depending on where you go.

There's a lot of different schools of thought that come after that. What's one of the big ones, how often should I e-mail my list right? This people that say, you don't want to hammer your list, you don't want to bother them.

Brian Horn: That's true you don't want to bother them, but if you send them good content every day, they enjoy, they will never feel that you're bothering them.

Jack Mize: That's right, there's guys like Ryan Levesque, Andre Chaperon, Ben Settle. These guys have ... Probably the top three I can think of in the e-mail world as far as being really, really good and purposeful about what they do with e-mail. You look like a guy like been settled, daily, every day he send them something to you. I look forward to it, it's not bothering me, right?

The guy is good at what he does, he's also one of those people that probably offend a good chunk of people, but do you think he cares?

Brian Horn: I would think not.

Jack Mize: I think he doesn't. He sends e-mail every day, and every day he is offering to sell his stuff. Before he did that, like we talked in about last week. He got you to opt in, he showed you enough value, or get create enough curiosity, anxiety, to opt into that list, and you get it every day. If you think you're bothering your list, it's probably because you're not confident in what you're sending him, right?

Brian Horn: Because I think what happens a lot of the time, is the person is not taking the time, and when you get a ... You start, you get your AWebber account, let's just say, and you have your opt in box. You're starting off, you wanted to go and you saw and said you stock in continent. You have e-mails, you can do what everybody says, send an e-mail the day, or send e-mail every other day.

You just start, putting stuff up in there. Everything is based on you, getting more sales, and getting back to an offer, that will burn a list out fast.

Jack Mize: Or even worst, is when every day you pimp in someone else.

Brian Horn: Yeah, that's \$7 product is going to save your business. Everyday there's a new \$7 things going to save your business.

Jack Mize: New game changer on the way. I'm talking about yesterday, forget about that I didn't know what I was talking about today is with real game changer is, right?

Brian Horn: That's right, he's got a word press plug in for seven bucks that will revolutionize your business, and bring you free avalanches of free traffic.

Jack Mize: I love that, an avalanche of traffic.

Brian Horn: There's a lot of avalanche of traffic products out there.

Jack Mize: To be literally crushed by your traffic, that was really something was it? It's almost not legal, what? Why is that enticing to me. Boy, I would love to do something that's almost not legal.

Brian Horn: I love to go to jail for traffic to my blog, it's really fun.

Jack Mize: Would you hate to sit in that chill sale. What rape? Murder? An avalanche of traffic it didn't belong to me. That's the thing, if you're hammering them, and that's what I consider hammering your list. I'm just throwing the crap, against the wall and seeing what sticks. If you have something purposeful, and especially if it's chain together, that's what I love about those stuff, like that you do with the story, Andre Chaperon been settle.

A lot of them tie together, and they are very purposeful in the way that they do that, but it doesn't even have to be with the e-mail list. You obviously want to follow up first of all, after someone opts in. You want to follow up with what you promise them, on the front of it.

Whether it's a e-course, whether ... You promised a seven day, whatever e-course or something. Make sure you deliver that, it can always take them off to other another ventures within your funnel, but make sure you deliver what you promise After that, then it's almost like, I'm going to tell you right now, I don't know firsthand, but if I watch people, or like watch Big Bang Theory, something I watch them playing Dungeons & Dragons or things like that.

They almost become the creators of their own adventure, which I have no idea how that works. After that, it's pretty much, this is your kind of world that you can decide, what story that you take people down, and often times people think that, "Men I'm just not good at creating to come up with that much content all the time." You don't even have to do, that's the thing that you've done, if I'm remarkable just the stuff that you can fill up to watch 21 days sequence with, that's both valuable but also not necessarily completely time consuming for you.

Brian Horn: There's quite a few things, it's never feels the one that are the most popular, like the most feedback on, are ones where it's not as business related. By far the one, I go over kind of the structure I use on this things, I tell you which one is really kind of stood out and how we ended up using those and more business method. If you remember back the Facebook term, that 90210 method, we did an episode of it, awhile back.

Where you basically have five different story lines, that you will follow, that you will use on Facebook, and alternate between those. I did the same thing with the follow up sequences on auto responder, where instead of just being business, business, business, business. It would start off, the first one I would give them what they were, what they're promised, and the one after that.

The first one they got the very first day, was a completely personal one. This one for me was when I talked about, when I found my son had down syndrome, in that whole first, first day with that experiences was like and some lessons learn from that. That's the most personal store I could

tell, I think something like that, ends up really good. Really it's something we ... Pattern interrupter, this is a perfect pattern interrupter.

They never expect that coming. Without question, every time somebody, signs of my list, and they get that one the second day. I get e-mails, few times a week by people that read that, and say how much it meant to them. Damn you Brian, I'm sitting here, and tears in my desk, reading your e-mail and they didn't read it before. It's a good way to get them to start like you.

The purpose of that one is just to get them to want to open up your other e-mails, because they weren't expecting that one they really connect with them, and they connect with you as a person. Then the next, the very next day, I'm sorry two days after that. I do one, that's a completely humorous one that pokes fun at myself, and it was back and out, you can put the video of this one in the blog post also.

It's from the video I did back for a launch like in 2010, where it's called, you can be on page one at Google, it's a rap that I paid the guy to do and I was in it, I just look. I look like a total dumb ass. This guys are really good at rapping very cool, and I'm just so unrap video material. It fits that one, it just to have some fun with it. Then we go to like a quick hack, which is the CNN hack that we covered before.

That's the type of business won, and we also as we talk about in the last one, that's one of the one problem, one solution. Somebody can just do very, very quickly and get immense benefit out of. Then we go back, we start alternate ones. We go back, I do another one, where it's an article I did for Huffington Post I send them to. That's a five lessons for a little boy with down syndrome.

That's an example one of what Jack what talking about. I might even send him to my site. Other ones, before, they went to my site at Google, rapping. Actually they going to send this on Youtube on that one. The little boy with Down syndrome that goes right to the Huffington Post one. It

works really cool, because then you're not sending people to a sales page every time, you're just sending them to good content.

They began to realize you're just not always going to send them right to a sales page and they're more open to more open to continually open your e-mails and clicking through to them, because they know they're not being sold anything, it's just a lot it's just a pure content. Then following up with that one, I send them two more of an offer type thing which really showing them what I can do, what I'm offering, and giving them a subtle opportunity to work.

It's nothing worth's ... It's on a sales, but it's pure content, it does have an offer on it.

Jack Mize: That's the thing, you train your people, and not as you, anyone can train their people, what to expect. I found that there are some people that do hammer their list, and they get more unsubscribes, and people upset at them if they sent an e-mail that doesn't have an offer in it. Those people, they're faint, and man I want to buy something, I usually buy it from you, what are you doing send me something with something I can't buy.

You get those, why are you sending me all the stuff for that doesn't, have something I could buy. I joined your list, because I want to buy stuff. Don't exclude the people out there, but if people come to expect what you're doing, give them what they expected, that's why they resonate you, and they're going to respond to that, better than if you go off, take a big left turn and just start daily sending them stuff.

You seen that, it's almost like you can predict what's going in that person's life when you don't hear from them, or you get some kind of e-mail, and all of the sudden five days in a row, you got to check this out, check this out, check this out, what happen, they name new cars, somebody.

Brian Horn: It's rent money. I guess a good rule thumb on this, is that if you are sign a lower price items, \$50 range or less, maybe you could handle

more of those often. With the stuff like what we're doing, we're in the higher hundreds, or thousand dollar month range type services, that we're offering. We can off that every single day, that's just ... We go blind on that. That's when we do more things to build up good rapport, and demonstrate our authority and get them to like us.

When we do make those messages, they're really ... They're ready to buy.

Jack Mize: Yeah. Now you mentioned something that I think a lot of people, there'd obviously be debate on both sides of the table. Sending them off to other content that's maybe, we'll send them off to a asset that you don't know a real estate, like send them into YouTube go watch your video versus embedding that video in a page so that you ... They say put a fence around your herd.

Sending them off to a video that's not even yours, that's some other content. There's some people that say "whoa, what are you doing? That's leaky. You're leaking subscribers, when you do that". Clearly, there's a benefit to that.

Like you said, one it keeps you from having to just be this incredibly clever person coming up with all the stuff and content all the time but it also shows that you're not afraid to introduce them to things that are yours. That's one of the things that I think is a ... One of the attributes of successful people.

They're not afraid to give other people credit for when they come up with stuff. They're not afraid to show off other people. It's ... To me, it's more of an insecurity thing when people say "no, no, no. I can't let them see other things. I can't let them outside of my fence". When you think about it, it's like, come on, you're only fooling yourself.

You don't think they are on anyone else's list?

Brian Horn: Yeah. For sure. Good example that one of the things I've done before and this is ... Give some ideas of place you can send other people that are not going to be competing with you. There was a place I found where you could apply to contribute to entrepreneur magazine. I put that in a list and people just went crazy for that. They love that.

I just put that on my email list and people are so excited about that. That was literally ... I was on entrepreneur.com, and saw a little link over the site and said "hey, do you want to submit a blog post to us? Click here". I clicked there and just grabbed that link and send it out, put it on my auto-responder list. Just little things like that are very cool things to do.

Jack Mize: Yeah, because you showed value and you're showing that you are giving them ways to succeed and build their business outside of just purchasing something directly from you.

Brian Horn: Right.

Jack Mize: Now, the storytelling piece and it's good and sometimes it takes a long time to tell a story, there's also the debate about short emails versus long emails. We've gotten the really short emails that hey, quick message, check this out.

Brian Horn: Your account ... Your funds are going to be released, click here to claim your account.

Jack Mize: That's the trickery. Now I understand creating something clever to get someone to open but those ones about your refund is here or here's your commission or anything like that, seems to me that you're immediately going to be met with ... You're going to get somebody hopes up and then disappointed.

It's not like that. I don't know how many people open those and think, "ha ha, he got me, he's good".

Brian Horn: Yeah.

Jack Mize: Yeah. I was thinking I was going to get something and they're good. Let me see what else I can dive into that he can trick me with. What do you think about the long emails versus short emails do you see as far as having people read them or respond to them versus ... I tend to write fairly long emails when I write them just because I don't go back and edit them which I probably should.

Some people like to ... They like them. What have you seen in the email link as far as best response?

Brian Horn: I swap them up, all ... Mine are different, there's some that I will put longer ones in but on some of these like the ones where it's like the ... The linked from the magazine or I've done just link sometimes just to YouTube videos that are popular. There's one a few years ago, that was making the rounds for. It was a guy running in the Olympics and he tore his ham string or something like that.

He was laying on the ground then his dad came over the stance and help him walk across the finish line. I just sent that off, up that to my auto-responder also. People really enjoyed seeing that one. With one like that or the entrepreneur one. You don't have to write much at all.

On those, I just put "hey, there's this really cool video that will kind of remind you to keep going and never stop. I know you're going to like it. Click here to watch". I just put the raw YouTube link in there. I can see there's a YouTube video. That was it. It was a ... Those would be very short.

Then other ones, I was just looking, there's one I had where I talked about my son being in the hospital and he had his tonsils out and it had the whole story and lesson wrapped in that. That one was a longer one. I choose both depending if it's needed or not.

Jack Mize: Yeah. I'm sure, have you ever had a occasion where someone was mad at you about something you wrote in the email?

Brian Horn: Yeah. I had a great one one time. It was ... I can't remember what it was but I just shared it on Facebook, it was so just outrageous how. Yeah. I've had some of that on my ... They hate that I talk about my son. I've gotten ugly comments back about that. I got one that was a ... I just made an offer and somebody else, I guess may not remember how they got on the list or whatever, just had this huge email back with stop the spam written like all different types of font, different type of colors.

They'd spent a long time crafting this email, changing colors up, sending it back to me. That was one of the better ones. Usually people, no, they either just, either read it and they go about and take action or they just don't have time for it. They delete it, move on or they just skip it. Most people don't take the time to respond. You get the crazies.

Jack Mize: Yeah it is. You got to think about this thought. Just because you get a email back, something, someone's mad at you. You can't think ... Here I've gone and stepped at it. You got to think that no, you're getting people to read and you're going to get people to. There's always that counter balance that if you get enough people that hate you and think you're ... I don't want to say do things to cause people to hate you.

There's going to be a counterbalance of people of people are going to resonate with that almost as strongly. Really what I want to make the clear point is don't think you necessarily done something wrong if you get mail back. Just like you said, you've had people that have emailed you about don't like you talking about your son.

What's the counterbalance of that?

Brian Horn: There's a lot more people that do. They're the people that I want to work with better also.

Jack Mize: Yeah.

Brian Horn: All these things we do are very much by design. I use that stuff not just because it's engaging but because that's who I want to work with.

Somebody I talk about that and they have compassion for children with special needs. They ... more compassion, I personally like to talk about personal things.

That's the kind of person I'd enjoyed working with a lot better than somebody else that's just cold. All business just get me money right now. That's who we choose to work with. It's a work to help filter out the people you do not want.

Jack Mize: Right. You also get the emails back from people. A lot of times we take for granted that we ... that everyone understands what an auto-responder is or what an email system does but we'll get those emails back sometimes when people reply directly as if the first email we sent was a private email message directly to them.

Brian Horn: Yes.

Jack Mize: You get those.

Brian Horn: Yeah.

article: What does that mean, you're building relationship. They feel they have a relationship with you. When you hear people talking about building a relationship with your list, don't discount that word relationship. There are a lot of people that feel they have relationship even ones that you never hear from.

They know you and you may not know them. You are brothers. Some of them might even get upset that they miss an email from you. We've had people that, when we miss a podcast, what happened, you don't realize how many people look for it on that Tuesday until you miss one.

Brian Horn: Right. Absolutely.

Jack Mize: That's kind of like I learned about anniversaries. I learned once from a very wise old man that the one way, the sure fire way to never forget an anniversary is to forget one.

Brian Horn: Yeah. Sure.

Jack Mize: That's a ... Sometimes you don't realize that until you miss one of those emails and then you also get the people that will write back that are just absolutely sure that what it is you have to offer will be the thing that fixes all their problems.

Brian Horn: Absolutely.

Jack Mize: Even though they can't really commit to buying it, they're not really sure if they're ready to purchase it but they know it'll fix all their problems. It'll make their car work again. It will bring their wife back, it will keep the bank from foreclosing on their house and then somehow they attach that their products or service is going to fix all that.

What did you do, I used to respond to every one of those kind of emails trying to understand what happens as you get. You really allow yourself to be brought into other people's problems that you have absolutely nothing to offer to fix it.

Brian Horn: Right.

Jack Mize: Some people ... What do you do with that, to show compassion? If you get dragged into it, you're really doing yourself a disservice but there's also people that you feel that "oh, I need to talk to them". I need to reach out to them. In reality, it's probably best that sometimes that you let that work out the way that it works out. I guess you get to be almost like part-time anthropologist psychologist when you build up a big enough email list.

Brian Horn: Yeah. That's asking yourselves. You probably learn this from personal experience also as I had. I've gotten sucked in trying to help people for it. I can tell you it's never once worked out when I try to help somebody. It's always been, it's a disaster. Where things didn't work out for them or even worse. They just make total time suck or things turn out worst.

Just never ever works out. I've learn just you got to just let those things go. It's not, you're not helping the person out at all.

Jack Mize: Right. What can we do to recommend for folks when they're building email list, they get that often understand about that follow up, deliver what you said you were going to deliver. Follow up with, my recommendation is a mix of things. Not to ... hammer them every day with buy this, buy that, not even buy my stuff.

Even the ... affiliate market or that's every day, buy this, buy this, this is great, that's great. This is better than my last great thing I told you about yesterday. All of that is great, those are more transactional, that's quick cash kind of stuff. It's not really building a business relationship on it. I could tell you one thing by even sending out less emails or less marketing emails.

The relationships that you do build and the people that resonate with you is extremely strong. Especially if you have higher dollar services and consulting and things like us. It builds that cliché I can trust. It actually turns out the way that people have told you it turns out.

It can be very profitable when you take the time to do that. If you think about your list, it's not a quick cash ATM for a transaction-based business model. When you think about it more as building a client, then you can build a really solid business on an email list that you could depend on, on a regular basis when you reach out to them.

Brian Horn: Absolutely.

Jack Mize: Even though Facebook and social media and all that, that people go and try to sell thing. To me only because I'm not the greatest at the social media. To me, the biggest thing I've ever had is bringing people back to get on the list to then follow up with them. To me, you seen the ... I remember reading something about CNN about email.

Is email dead, social media is taking over email because more people do this on social media? It seems to me they miss the whole point that a lot of people are using social media to put people on their email list.

Brian Horn: Yup. I agree.

Jack Mize: That right there. Get the email list. Build a relationship with that list and then you'll have lots of opportunities to test and try different things with your own products and services. If you do want to look at doing things with an affiliate marketing world. You can do that as well.

Regardless, that email list is probably going to be one of the most profitable things in your business. You have anything to end up with, Brian?

Brian Horn: Yeah. I actually got one other thing I thought about while we're chatting. Another thing you can do on your emails and this is really easy to do. Aweber's contacts or whichever system that you're using, is to include a banner on top of your email with your picture and your branding on top of it, just to get your face and your branding in front of them every time they see your email, is that makes you look more and more like a celebrity.

Just get in that nice picture. Then let me clarify, it has to be a good picture. These people that take a picture next to their wife, you can see they're cutting their wife, they have their wife's hair in the background, next to a wall and some plants, that doesn't look good.

Get a good head shot done or some cool pictures. Get a designer to put something really nice together for. You can look at the ones, Jack and I have an authority alchemy, I have ones on theauthorityexpert.com. You can see what those banners look like. It makes a big difference. Because there's still not a lot of people doing this.

I'm still surprised that few people that do that, because it does, I've done both and we got a much better response with these. I'd recommend people putting those out there. When you want to do something different

like when we have an offer. We'll take it away. Something that looks different.

We want something to really stand out. We do, it's not expected but this is a ... sure content ones, I like putting those in there or even just images, you just include an image in there of yourself, we just want your face and branding in there every time.

Jack Mize: There it is, another pattern interrupt. All right folks. Got there. Start building that relationship with authority. Building that authority with your email list and you will find out that it's probably one of the most profitable things that you can do when you're in your business regardless of what business you are in. Until next time on Authority Alchemy for Brian Horn and myself Jack Mize, see you next week.

RESOURCES

Ryan Levesque: <http://www.ryanlevesque.net>

Andre Chaperon: <http://andrechaperon.com>

Ben Settle: <http://www.bensettle.com>

Movie: [The Jerk](#)

Aweber: <https://www.aweber.com>

[Be On Page 1 of Google Rap](#) with Brian Horn