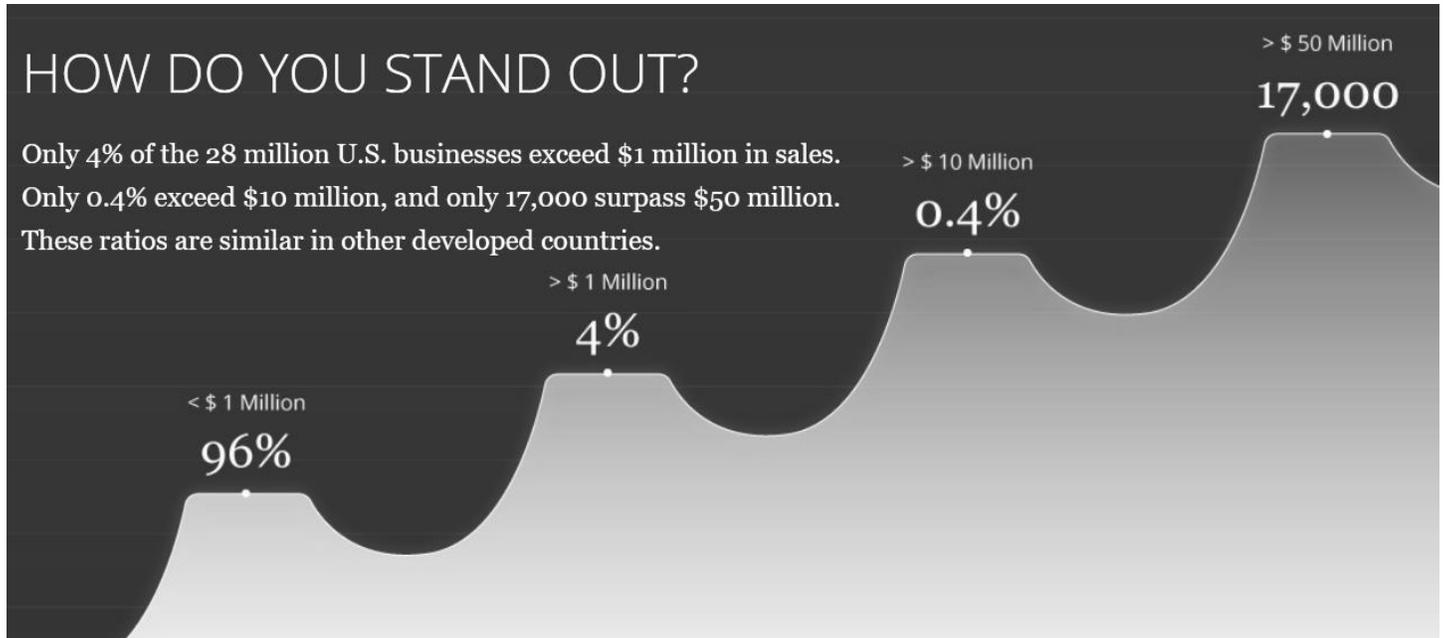


AUTHORITY MARKETING

HOW AUTHORITY MARKETING CAN HELP YOU STAND OUT.

Why do a few businesses grow while the majority do not? What do the top few have in common? They focus on Authority Marketing. They recognize a fundamental principle: the more doors their business opens, the more people will walk through that door to become a customer.



au-thor-i-ty

a : power to influence or command thought, opinion, or behavior

b : freedom granted by one in authority

AUTHORITY MARKETING DEFINED

How do you open more doors? Allow us to introduce you to Authority Marketing, a marketing discipline that you may or may not be familiar with.

Authority Marketing is the strategic process of systematically positioning a person or an organization as the leader and expert in their industry, community, and marketplace to command outsized influence over all competitors.

Let's dissect the definition.

Strategic process means creating a deliberate plan executed over time. Therefore, Authority Marketing requires a carefully defined blueprint implemented methodically over time. Authority is gained patiently and with deliberate intention.

Systematic positioning means implementing your plan to provide the most effective return on investment. That means focusing your efforts on your business' prime radius, ensuring you are known in that radius' media channels.

Command outsized influence over all competitors means you and your company are the first names that come to mind with prospects. If prospects trust you more than the competition, you win the business. If prospects think you know more than the competition, you win the business.

When competing in a crowded marketplace, industry, or community, it's all about the influence that you and your business have over your competition to magnetically pull prospects.

Becoming an authority in your field provides an unfair advantage by immediately positioning your business above competitors. Authority opens doors, the most important responsibility of any CEO.

“The simple truth is, if you aren't deliberately, systematically, methodically — or rapidly and dramatically — establishing yourself as an Authority, at least to your clientele and target market, you're asleep at the wheel, ignoring what is fueling the entire economy around you, neglecting development of a measurably valuable asset.”

—Dan S. Kennedy

THE BIG SECRET: AUTHORITY CAN BE MANUFACTURED

Every entrepreneur, CEO, and professional must understand that Authority does not happen blindly. It is no accident, rather a deliberate creation – the result of explicit intent. Authority is established, in part, by achievements, awards, professional designation, and experience.

Of course, you may spend half a lifetime building this line of Authority for yourself when out of the blue, another person in your profession with less than half of your experience may skyrocket past you in Authority ranking.

This “Super Authority” may seem sudden to others, but it's the product of deliberate actions, of positioning yourself in a broad range of effective marketing campaigns, and using unfair advantages to outflank and distance yourself from the competition.

Simply put, Authority can be—and often is—manufactured.

“The Four Reasons For Authority Marketing.” They Are:

1. Be known where you live. Where you choose to live.
2. Be the one everyone wants to go to for high value product or service. Specific targeted niche. Choose the right lure and focus on the places where you know your customers live, then your efforts are going to pay off. Be the place that people go out of their way to visit, that people commit themselves to, and where others brag that they’re associated with you.
3. Be the person whom others of influence want to stand next to. By making yourself and your business known in your marketplace, in your community, and in your industry, people will want to associate with you. They will brag about being associate with you, and consequently, people of greater and greater notoriety will want to be seen with you.
4. Leverage your authority for autonomy. How do you build an Authority Marketing Plan? Which is called the “Seven Pillars Of Authority Marketing”

That ability to have income at Will is the power Of Authority Marketing.

The Beatles could write a song which would earn a “swimming pool.” That’s **AUTHORITY MARKETING — INCOME AT WILL IS THE POWER OF AUTHORITY MARKETING.**

Is your business to the point where you could sit down and write a swimming pool?

THE PILLARS OF AUTHORITY MARKETING

BRANDING & OMNIPRESENCE

To be seen as authority, you must have a larger-than-life brand and be everywhere. Branding is your logo, look and feel, color palette, website, collateral materials. Omnipresence is deploying those assets to show up in many places.

What comes up Online? GOOGLE: Company & Personal BRAND. Individual, this includes character traits such as integrity and charisma, as well as your skills and earned credentials. Your *philosophy* or approach to life may differentiate you.

What's your personal brand? If I typed your-name-dot-com into my site search bar, what would come up? Would it be a website about you listing your achievements, recent achievements, recent awards, charitable outreach, and the books you've written, or would it lead me to a completely unrelated site about bird feeders or, maybe worse, nothing at all.

Building brand isn't just about building company's brand, yet also your personal brand. And you not only want to do those part-and-parcel with each other, yet you also need to do so universally. In order for your market to recall your name, it must be clearly recognizable and associated in their mind.

This will be different for everyone, but a few key factors will help you harness your brand. Think how your *personal mission* may separate you from the masses, "Help High Performing Entrepreneurs or Advanced Professional Practices, Increase Revenues and Profits" or "Eliminate waste in your marketing investments" Your *philosophy* or approach for Business Development is to pull clientele towards you, and nurturing them irresistible content.

Think Accountable Advertising and Measurable Marketing. Uncovering their dominate resident emotional criteria for saying YES... YES... YES...

YES, this could be seen as different. Marketing with them, for them. Not at them.

CONTENT MARKETING— Always with a C.T.A.

Authorities constantly publish useful content for their consumer public. The content should come in multiple forms and multiple sizes. Content marketing includes articles, books, blogs, podcasts, whitepapers, and more.

Is how you build that OMNIPRESENCE. You and/or your team need to be committed to creating a significant amount of high-quality content written specifically for your target audience. This content can come in multiple forms.

The most significant, of course, is authorship of a book, but there are also white-papers, special reports, Articles, Blog post, webinars, tele-seminars, and podcast, to name a few. The focus should be on creating rich content for social media and constantly sharing valuable information with your target audience. As you create appreciate content, you also create a legion of fans that are excited to consume what you create. The content you create serves a specific purpose: to educate your prospects and customers. Your content should build trust, rapport and credibility, so it is very important that your statements are accurate and helpful. Each piece you create should help your prospect answer a question or learn more about how to use your services. Savvy content marketers create sequences of content, strategically linked from one topic to the next, to simulate the reader to engage more. The more engaged your

audience is, the more likely you are to convert them to a paying customers. Know the POWER Of STORYTELLING.

EVENTS

Authorities command influence and have a following of true fans. Authorities leverage their loyal following to host online and offline events. Examples include teleseminars, webinars, in-person seminars, bootcamps, and workshops.

Before we talk about events, let's start by saying that companies are most successful when they have loyal tribe clientele, which can be created, in great part, through effective content marketing.

Take the most obvious example: Apple. People stand in line and camp out overnight or even over a week to be the first one to buy the newest Apple product. When was the last time you saw someone camping out to get the latest edition of Windows?

Southwest flyers are fanatical about their airline, but when when was the last time you saw someone fanatical about Delta? Or Nordstrom — People will go out of their way to shop there. When was the last time you saw that kind of dedication for shopping at Saks Fifth Avenue?

The most successful businesses have tribes of clientele, and they create these tribes clientele because they build relationships by *engaging their clientele to be the highest level possible*. This is important because engagement signifies loyalty, and loyalty signifies consumption of your products or services.

Events, then, are where these loyal tribes can come together. [salesforce.com](https://www.salesforce.com) — for example, puts on an annual event called Dreamforce that, in 2014, brought in a record 140,000 attendees from all over the world.

Holding events is one of the best ways to up-sell, build additional loyalty, and expose more people to your tribe, making it contagious and positive force for good.

Those, in a nutshell, are the Seven Pillars, and you can see how each relates back to the other. Every aspect feeds into the next, and all of it comes together to create a mass of positive marketing that, when implemented well and deliberately over time, leads to ongoing and growing generation of authority and ultimately, an influx of business that allows you to do business on your own terms and only with those that want to work with.

How do you implement Authority Marketing for both yourself and your business.

Authority Marketing is the **strategic process** of **systematically positioning** a person or organization as the leader and expert in their industry, community, and marketplace **to command outsize influence over all competitors.**

SYSTEMICALLY POSITION YOURSELF

BE EVERYWHERE YOUR AUDIENCE HANGS OUT, WITH BRILLIANT VALUES PROPOSITIONS, CONSISTENTLY.

Mastering the implementation of all Seven Authority Marketing Pillars. Beyond the desire for an expert in a particular niche, you want to resident with your Perfect Prospects “AVATAR”

More over, you must have a STARVING CROWD, with PENTY OF MONEY.

Does that make sense?

LEAD GENERATION “MACHINE”

To grow you must either attract new customers and/or do more business with the customers you already have. Authorities leverage their expert position to become a magnet and generate qualified leads online and offline.

Some of you may be asking, “What does Authority Marketers have to do with Lead Generation?” Everything, in fact, because it’s far easier to generate leads when you’re seen as an AUTHORITY. Look at it this way — ***Are you still selling or are you able to prescribe?***

As an authority, you can tell people what they need, and they will do it. But if you come at them looking and acting like a salesperson, they’ll ditch you faster than a toupee in a windstorm.

This is the foundation for every business. Most important, is to narrow your target market, and pull them towards you. Naturally, this demands an irresistible ethical bribe, often referred as a “LEAD MAGNET.”

The easiest way to generate high-quality leads is to have something that the lead wants, Including Information that they find Valuable. There are various forms of direct response marketing, yet the goal is to get in front of as many Perfect Prospects “YOUR AVATAR” as possible.

This leads to omnipresence, which leads to AUTHORITY.

PR & MEDIA

Being interviewed and featured in the news - radio, television, print, and online is the fastest way to build credibility for an individual or an organization. When consumers see “As Seen On/In”, it immediately builds confidence and trust.

Getting your name and your company’s name mentioned in the media is important because most people don’t believe what you say about yourself, but they’ll believe what others have to say about you. More importantly, they believe what major media has to say about you. The authority that comes when you’re featured or interviewed on radio, TV, magazines, newspapers is significant because it helps with omnipresence.

Additionally, having all of these mentioned across multiple media platforms also helps to build your online presence or what’s know as your “digital footprint.”

If they Googled your name or business, for instance, would they have to pack a lunch?

REFERRAL MARKETING “MACHINE”

Referral marketing is strategically leveraging your authority position to engage satisfied customers to facilitate introductions to their friends. People don’t believe what you say about yourself, they believe what others say about you!

How do you stimulate and encourage your satisfied clients and patients to refer you to others? It’s a tricky and delicate question that most companies screw up.

What would you say if I asked you, “If your best clientele went to a cocktail party, would they brag about you to their friends?”

That’s another one of the main goals of AUTHORITY MARKETING: to build a persona with you and your company so that clientele brag to friends and family that they had a chance to work with you.

Referral marketing falls in two times: Clientele referrals and referral from influencers.

Clientele referrals are the most common and are an outcome of great services. Hosting a client appreciation party is a best practice used by AUTHORITY MARKETERS who want to thank their best clientele and ask them for an introduction to their friends and families.

An often-missed opportunity is the referrals from influencers — more specifically, creating a target list of people who are in front of a group of your prospects every day.

For identifying the influencers, like Advanced Professional Practices or High Performing Entrepreneurs, have the ability to refer their clientele to you, if you make it overly simple for them to refer.

Have you ever gotten a letter in the mail from a charity with a self-address stamped envelope inside for you to mail back your donation? It's the same principle.

Most people want to donate or refer a client to you, but they get busy in the everyday. Make it easy for you influencers by giving the tools they need to refer you.

Your Tools may include a script for how to talk about you and your services, a compelling value proposition — white-paper, case-study or the most effective tool is a "Consumer Awareness Guide." Most important is to educate (entertain & engage) your influencers on when to refer you, citing key issues or concerns they might hear that your product or services address.

For both client and influencer referrals, it must be a systematic, turnkey process. Authority Marketers know how many referrals they receive each week, month, quarter and set goals to grow these numbers.

Investing in those relationships and thanking the referral.

Referral Marketing is Relationship Marketing at it's best.

SPEAKING

When speaking you are automatically seen as an authority by the audience. Speaking can create income streams through speaking fees, product sales, and leads generated from the audience you spoke to.

Are you currently speaking to groups that consist of your target audience? Speaking, bar none, is the best way to enforce you Authority Position and generate high-quality LEADS.

As a speaker, people automatically assume you're an expert or they — the company or organization putting on the seminar — wouldn't have invited you to speak.

Secondly, if what you say is competent, polished, and professional, you will connect with a subset of the audience as though you were livers at first site.

Brad@Profit-Triggers.com Cell #770-330-9595
www.AdvancedProfessionalPractices.com
www.YourCASHCopywritingPLAYBOOK.com
www.AtlantaMarketingCenter.com www.Profit-Triggers.com