

SIYOP Workshop

Session 4-4

Benefits of Authority Positioning

In this one benefits in addition to the direct authority positioning which we've mainly talked about so far, how you can look like an authority. You're going to get this massive exposure by being on there and there are some additional benefits.

One you get more podcast, radio, TV interviews. We've seen this consistently with ourselves and our clients because you are out there. This is an indirect benefit. You are out there being seen all the time. You're going to be positioned as that authority and these producers hosts are going to want you more than they did before.

Speaking engagements. If you guys, I'm sure most of you out there are wanting to start speaking somewhere, or majority of you at least. This works really good. Anything you can do to make yourself stand out when you're pitching yourself to speak at an event, it helps. The book is probably the biggest thing. These types of things can help also. You can put links to different articles you have or stuff like that, really helps.

We've also had reality show interests for a few of our clients. Book deals. Contributor offers to actually go and write for other places. And the authority snowball effect. Now I'll explain what that is.

Basically to get to a place where you are a media level authority. We're at like a really top of a niche level type authority for bigger one. It doesn't just happen. It takes time to get there. It takes movement to get there. It's akin to a snowball rolling down a hill where it starts off very small. It's a little compact snowball starts rolling down and it takes speed and takes more snow. It has to keep moving down and snow has to keep being added.

This is a way to keep control of the speed, control the snow being put on to that snowball effect. You're not having to wait to get another interview for podcast or radio show. You're not having to wait for a journalist to pick up your story. You're able to put that in there constantly every week, every couple weeks, put in more stuff in there. You're always having new stuff to share with your followers, with your prospects, customers. Get your name out in the news more. It starts to grow and grow and grow.

As you get those things, better things start to happen. You start getting these news releases, and then maybe like with me, I started doing those and then got picked up by an industry blog. I was able to start writing content for them. I did that for a while, I had enough

content to show the editors at Huffington Post, and then they said yes.

The authority snowball grew a little more. It puts right there with the Howard Stern story got on Howard Stern, authority grew more. From there I wrote on Perez Hilton, and then was invited to write for Entrepreneur, authority grew more. This stuff happens. You have got to follow the format and let that snowball grow. This is a great way to get that snowball really rolling.

We're going to go over a couple of case studies now of how this has affected different businesses. One, we used this exact process, these authority news releases to write a story when we launched the Authority Alchemy podcast in 2013. It was picked up by over 100 major media outlets. We got massive national exposure that positioned our show as revolutionary content that shouldn't be missed.

That was the whole, again, the purpose of these things, the benefit of these is you can make the content of these articles anything that you want to. That's what this was about. It should be revolutionary and shouldn't be missed. Because of the podcast was one of the most downloaded that week it launched and sat at the top of the iTunes chart. We brought in a whole new audience of listeners that then became prospects and some of them eventually became paying customers from this one news release.

We were able to put this out there, say our show was the coolest thing in the world and everybody should listen to it was put all over the place. People saw it. We shared it on social media. People saw and said this is really cool. Downloads went through the roof. It was at the top of iTunes of new people there and iTunes saw that it was at the top. They joined, kept pushing it up there for a while we were up there at the very time. Old audience came and loved us. Came back to our site, signed up got on our lists and eventually started buying stuff from us. This is one of the ways to use authority news releases worked.

Here's another one. Karla Peppas owns a digital marketing agency in Nashville, and her micro-specialization is in helping medical professionals with their online marketing. Medical professionals are her target market, or her micro-specialization. She issued an authority news release about her book becoming an Amazon best seller. Her book was about marketing your medical business. Guess what happened. An administrator for a large medical center with over 500 credentialed physicians and a thousand staff members saw the articles once it was syndicated. They reached her to about speaking at an event for their credentialed physicians.

She was able to go and speak to 500 potential candidates that are physicians; that have money. Do you think that was a huge win for her? Can you imagine if you're offered, now I'm going to put you up

on stage in front of 500 perfect prospects for you? Everybody in the room has money they can easily afford what you're offering. Would that be a big win? That's awesome. You're not going to find that many places at all. This was through one of these authority news releases positioning herself that way.

Case study #3. Tom Force Invented The ICE Key Tag After Tragic Events Around The Death Of His Mother. That stands for In Case of Emergency. It's like a little key fob that keeps all your personal information, emergency medical contacts, and that kind of stuff on you so medical personnel can pull that up. An authority news release was issued. The next day, email came in. We'd love to set up an interview with Tom on Good Morning Texas. Is he available next Wednesday, July 17th?

Again, being on TV on Good Morning Texas he probably didn't sell a lot of those little ICE key tags, but does it give credibility to that ICE as a main stream solution? Absolutely. It gives a lot of authority to what he does and even passes authority on to that product from one of these authority style news releases.

Case study #4. Our most famous client, Mr. Vanilla Ice himself launched a real estate investment course back in 2012 to piggy back off of his reality TV show that he had at the time. Vanilla Ice project. We issued an authority news release. Made the home page of CNN, Rolling Stones, MS and CBS, AOL, TMZ, Fox News, Perez Hilton,

and many after, and followed the next week by a full national TV blitz. He was on every single show. He was the media drawing that week. No fancy PR was involved. This was off an authority news release.

Grant it. He's Vanilla Ice. I don't say everybody else would get anything close to that, but other celebrities would pay PR firms a crazy amount of money to do what we were able to do with one authority press release because the way these are positioned and written, they hit on emotional level. They work very, very differently.

Now it's your turn. Authority News Benefits and you all get one of these. I'll tell you about that in just a second. We set these up to have distribution to a hundred plus different, ABC, NBC, CBS, Fox affiliates and others. Remember back when I talked about all syndications partners not being created equally. The one we created is created just for the purpose of authority positioning. So we don't care about all those junky sites being able to say we've been picked up by a thousand different places. We could care less. We want to be on the good places. So that's what we focused this one on.

You get a full distribution report that shows, gives you links to the actual exact places where your stories appear, where your releases appear. It'll give the logos of those sites they appear on. You can use custom text links within your reports. It comes with texts within your article, custom text links within your release that you can send back to different places.

One of the things I like doing, depending on what it is, one I did it on were. I like linking back to a particular blog post within the article. So if we're doing one where I talk I think there's actually one I did on the podcast where I mentioned someone with a quote from Jack with the educator advocate thing. We linked back to a show episode we did about educator/advocate. That one is not linking to an offer, it's linking right to more educator/advocate type content.

If you have something you're talking about that you can link to a blog post or a podcast episode, or some other type consumable content, it's a cool thing to do. Then at the end, what we always do with these is basically have a “For more information about XXX, go [HERE](#).” We have a very plain way for them to go out and get back in contact with you. It's not clever. It's just very, very clear what the purpose is.

We also do a manual review. This is not one to check over grammar or your writing style, to go over punctuation. It's really to make sure it follows the authority news release guidelines for any major errors. But it will catch any big problems like that for you before it goes out and something's terribly wrong with it.

We will also permanently host it on our network. We post to Authority Press Wire. This is our own service we put out. You can access your bonus news releases in the resources section for this session. You'll

actually be able to find how to do that in the resources section for this particular training session.

The authority press wire news release guidelines and these are just a few of them. We have a much more detailed list in the supplemental training area, but I want to go over the big ones.

One is do not ask questions. Now you guys can ask questions of us. It's don't ask questions within your release. So you wouldn't say something like, "What's the most important thing happening in marketing this next year?" You can't have questions in there. These are releases full of factual information so you need to not have questions. You need to just put all sentences. Don't even use exclamation points. Keep sentences. Keep it easy.

Also, don't use "I, you and we" unless they're in quotes. Don't when you talk about your service that's in a factual paragraph; don't say how it will help "you" because you're not talking to an individual person. You're putting out factual information.

Also it may not contain only opinion. You want to make sure you put plenty of impartial facts about your service in there. You saw in some of the samples I gave, they didn't really have hard facts in there. You want to make sure in your piece that you are including lots of factual information that are not opinion based.

Also not common promotional words or phrases. Don't use a bunch of superlatives like this is the best, or click here to get a free XXX type stuff. Don't use any of that. Again, completely take off your marketing hat. Take off your entrepreneur hat. Take off your business hat and be a journalist.

You want only write about facts and you want to have it wrapped in a good story that hits on some emotions. But you do not want to be salesy in there at all. That's the hardest thing we see people having. Maybe you guys are a little better than some of our other hard core marketers that we've worked with on this thing. That's one piece of advice I really push is to take off that marketer's hat.