

“Lead the Field”

“How to Become an Authority and Dominate Your Competition”

By Adam D. Witty

Notes by Gary Tomlinson

The Power of Authority: The secret is that the higher up in income you go, in almost any category, the more you are paid for who you are rather than for what you do.

Be Seen as the Authority not the Salesperson: Money follows and flows to authority. When you're an authority business comes to you. Certain experts, professionals and providers do not sell their recommendations; they have the authority needed to prescribe.

If you want to be liberated from selling, if you want to prescribe rather than sell, then you need to focus on building your status, building your authority and becoming the leader in your field.

Why Should Anyone Listen to You? It's a fair question. What about you stands out from the crowd in your chosen profession? Why should anyone purchase your product or service, listen to your opinion over someone else in the same field or search you out specifically for these things?

Because you are *the* authority.

Because prospective clients trust you more than your competition and because you know more than the other guys. Because you've established yourself as the leading authority in your field and you have gone to great lengths to ensure that this is known to everyone one of your potential clients.

That is the power of Authority Marketing. Because establishing yourself as the authority, the thought leader and the expert in your field is ultimately how you're able to command outsize influence over others and to dominate your competition.

Why should anyone listen to you? Because you are the authority on the subject and in many cases, you “wrote the book” on the subject. Authoring a book on the subject is often a mandatory step, but becoming the authority requires a more robust and strategic plan. (Remember, the first six letters in authority spell “author.”)

The Value of Unfair Advantages: By definition, an unfair advantage is a “unique way of organizing your thinking, communication and action in more productive ways that competitors can neither comprehend or copy.”

Authority Can be Manufactured: Simply put, authority can be and often is manufactured.

Authority to Build Trust: People see the status of being well-known as a basis for trust. Therefore, if you're well-known as an expert in your field, then you've established that first essential connection with your clients.

In order to build trust, however, you must be "out there" on multiple levels, not just with a book but through campaigns embracing every type of media, including word-of-mouth, to the point where if someone in your target market hasn't heard of you, they've almost certainly been living without contact from the outside world for far too long.

The Power of Authority Marketing: By definition, 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 outside influence over all competitors*.

Strategic process means creating a deliberate plan that is executed over a period of time. Authority Marketing requires a carefully defined blueprint that is implemented methodically over time because no authority is gained immediately by random chance and without deliberate intention.

Systematic positioning means implementing your plan in such a way that it provides the most effective return on investment possible.

Command outside influence over all competitors is where your unfair advantage comes into play. You must position your authority so that when people think of your industry, the first name that comes to mind is you and your business. If prospects trust you more than the other guys, you win the business. If prospects think you know more than the other guys or your company is the expert over the other guys, you win the business.

Authority Marketing is a very systematic, very deliberate plan to position yourself and your company as the expert that people want to do business with, and it's all about becoming a magnet that's attracting prospects to you, versus you having to forcefully sell.

The Four Reasons for Authority Marketing: They are:

- 1. Be known where you live:** This means achieving familiarity and recognition where your clients live – whether that's within a tri-state area or in a specific professional field.
- 2. Be the one everyone wants to go to:** You want to be the one whom everyone wants to go to for your product or service, but you don't necessarily need to be known by those who wouldn't use your services or products. You do need to be known as the authority in your specific community, industry and marketplace.
- 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 want to brag about being associated with you and consequently, people of greater and greater notoriety will want to be seen with you. This becomes a self-perpetuating cycle. The more people of notoriety who are seen with you, the more well-known you become and the more people of increasingly greater influence want to be seen with you.

- 4. Leverage your authority for autonomy:** The more of an authority figure you are in your industry, marketplace and community, the more negotiating power you have and the higher the fees you can command without people balking or comparing you to others. And that, at the end of the day, is what it's really all about.

The Seven Pillars of Authority Marketing: They are:

- 1. Branding & Omnipresence:** Building brand isn't just about building your company's brand but also your personal brand. For example, consider how your personal mission may separate you from the masses.
- 2. Content Marketing:** Content marketing is how you build that omnipresence. You need to be committed to creating a significant amount of high-quality content written specifically for your target audience. Your content should build trust and credibility.
- 3. PR & Media:** Getting your name and your company's name mentioned in 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 or newspapers is significant because it helps with omnipresence.
- 4. Speaking:** Speaking, bar none, is the best way to enforce your authority position and generate high-quality leads.
- 5. Lead Generation:** It's far easier to generate leads when you're seen as an authority. As an authority you can tell people what they need, and they'll do it. You get to prescribe instead of sell.
- 6. Referral Marketing:** Referral marketing falls into two types: client referrals and referrals from influencers. Referral marketing is relationship marketing at its best.
- 7. Events:** Holding annual events is one of the best ways to upsell, build additional loyalty and expose more people to your tribe, making it a contagious and positive force for good.