

POTENTIAL - PASSION - PROFIT

AUTHORITY

WEEK FIVE

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AUTHORITY

This week we're going to be getting to grips with how you establish your own authority in an industry.

What is Authority?

"The power to influence others, especially because of one's commanding manner or one's recognised knowledge about something."

Or

"A person with extensive or specialised knowledge about a subject; an expert."

Since starting this course, you have a greater understanding about the power of words and language. Have a look at the list of synonyms for the word 'authority' and circle any of these appeal to you:

influence, sway, control, leverage,

power, command, weight

reputation, standing, kudos,

status, stature, prestige,

gravitas, image, esteem

supremacy, superiority, eminence

rank, position, station

credibility, plausibility, integrity

acceptance, trust, faith, confidence

clout, pull, professional

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Why is it important to establish Authority?

If you want to have more influence, more impact and more income, gaining kudos is vital. You can cultivate your authority through regularly sharing your credibility (in your social media posts), crafting interesting articles and blog pieces, connecting with industry leaders and peers, and by working with collaborators.

When you have this authority part nailed, more opportunities, referrals and connections will come your way. Firstly because you'll be better connected, but chiefly as your status level will have increased from those following what you do (since you'll be sharing every single win, no matter how small, with your followers on your social media profiles, day in, day out).

How can you carve out Authority?

By building into your daily work life a commitment to look for new contacts and potential opportunities, you can start to gain traction in creating yourself as an authority figure.

REMEMBER - you do not have to know everything! Only be 1-2 steps ahead of those who don't know what you know yet!

If you ever hear people say that you should take time to work 'on your business' not 'in your business' it is this section about deliberately up-leveling that they are most likely referring to.

The following prompts within this workbook are going to be tasks to follow over the coming weeks and months. I cannot stress enough how focusing on building your contacts, connections and value within your 'marketplace' will bring financial and professional dividends to you & your business.

So your first task is to take a look in your diary, and create a regular slot when you will spend a minimum of 30 minutes taking action to build your opportunities. The more regularly you can do this, the quicker you will see results.

The time and day/s of the week that I will work on building my Authority is:

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Online Networking

In the Week Three and Four content, you began to compile a list of Facebook Groups that your Ideal Client/Ideal Clients might be in.

These are the perfect places to start sharing your knowledge and tips. However, many FB Groups have their own rules and regulations, and it's worth getting your head around these early on.

Explore each of the FB Groups you have found, and write down what kind of posts you are allowed to share and when. When starting out, it is best to work on a maximum of five groups at a time so that you can establish yourself a valuable group member.

Facebook Group Name	Name of Group Owner	Rules	Can I share links? Y/N	Size of Group	Promo Post Day

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Take some time to explore the most recent posts and comments in each group.

List out the topics and subjects that come up again and again:

How could you offer value in relation to these topics? What experience have you had with dealing with this subject?

When networking online in other Facebook Groups, it's important to lead with value rather than self-promotion (other than in designated posts). Get in the routine of commenting on people's posts with useful responses, always positioning yourself as a go-to person with experience.

It is general etiquette that you only send a DM (Direct Message) if the person has given you permission to contact them privately.

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Blogging with Authority

A great way to build kudos is through writing regular content on your own blog, provided you do it strategically.

Blogs are useful for creating and sustaining good SEO (Search Engine Optimisation), which in turn makes you stand out from the crowd when someone looks for you on Google.

Most websites have an option for blogging, so if you have an established website, use that. If you don't yet have a suitable website (and they really don't have to be complicated to get made) with blogging as an option, have a look at blog-publishing sites such as Blogger. My preference is Wordpress, and my websites are hosted on Wordpress too. You can buy templates such as Divi and Thrive Themes which allow you to 'drag and drop' the design of your website and blog, that are super simple.

When starting your blogposts, think about the title of your post. The strongest titles are those that address a pain point of your ideal client, or that mimic what someone might search for in Google if they were looking for someone like you to help them.

Write your blog content in a natural, authentic voice, as you do for your social media posts (in fact many of your longer posts could be easily re-purposed into blogposts).

How do you want to come across in your blog? (An adventure, a professional, down-to-earth, chatty, authoritative?)

How often will you publish a blog?

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List out some ideas for blogpost titles (You can schedule blog posts in advance, so you could bulk create in one go, several months ahead of time.)

A good blog has the following elements:

- It tells you what it is going to tell you
- It tells you the nub of the topic
- It tells you what it just told you!
- It ends with a call to action - it tells you what to do next - share, like, sign up, download?

Easy ways to get wider exposure for your blog (and YOU as the author!) is to 'piggyback' off other people's blogposts or content. What that means is that you write to review, comment on, or share someone else's ideas. The reason this is effective is that it means you can tag them in on it both online and on social media. The chances are that they will be pleased to be included, to be seen as an authority, and 1.) share it, & 2.) remember that you wrote it, making you a useful connection.

Who are the leaders within your field?

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List the books relevant to your field, and their authors.

Who runs courses on your subject? What are the courses called? (These might give you ideas on blogpost titles!)

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What are the most popular magazines or publications in your field?

Who are the editors?

What are the most popular blogs in your field, and who writes them?

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What are the smaller, up-and-coming blogs in your industry? Written by whom?

What are the products or software that may be relevant in your community? Who makes them or sells them?

What services do you use in your own business that you can talk about?

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For each of the questions you've just answered there is at least one possibility for a 'comment' blogpost - something that you found thought-provoking, interesting, controversial. By including industry leaders, and those only a few steps ahead of you in your blog posts you are building a strong foundation of connection. This improves your SEO too, because if the other person were to link to your blog from their own website, it gives you a higher ranking online.

On a weekly basis, make sure you are reaching out to at least one new person in your field, either via a personal email, through Facebook or write a blog that includes them.

Once you have written your blog, it's important to share it far and wide (and often!). Place the link to it in the groups you are permitted to share content in, use it to give value in comments when someone has an issue it could help with. Send it to your email list.

A brilliant book on blogging is, 'The Million Dollar Blog' by Natasha Courtenay-Smith.

Guest Blogging

Now that you've got a list of the most popular blogs in your field, it's worth connecting with the owners to see if you could guest blog on their site. People are always looking to include engaging relevant content, so if you can provide something of value to their audience, reach out to them.

Other great places to guest blog on are places such as Thrive Global, Huffington Post and Forbes. Remember, you are a business, and what you do may be of interest to other businesses too.

You'll often find in Entrepreneur & Business Facebook Groups requests for Guest Bloggers. Take up some of these opportunities as they arise.

Stuck for ideas on what to write?

What are the things you wish you had known before you started doing what you are doing now?

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Remember, although you are sharing your thoughts in your voice, your blog is not about you, but about the reader. Why would someone want to read what you have to say? What do they need to know?

Podcasts

List the podcasts in your field. Include both the well known, most popular ones and the smaller less well-known ones. Who are the hosts?

Podcast appearances are a fantastic way to stamp out your authority. You get to be you, chatty and relaxed. Podcast hosts are always on the lookout for valuable guests, and this is a brilliant way to 'up' your profile, since it provides several different opportunities to promote that you are appearing on a podcast, and provides long term SEO too.

When reaching out to a podcast host, there are a few simple guidelines:

1. Listen to the show first! At least a couple of episodes, so that you understand what their work is about and the style of the show.
2. Provide an image, a brief bio and all of your social media handles.
3. Go back to your formal pitch and reshape a brief version to suit the podcasts audience.
4. Keep the email short and to the point.

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Collaborations

Now that we've established the industry leaders, it's time to have a look around and establish who your peers are. You could think of them as the 'competition' although personally I like to see everyone as a potential collaborator.

Who else has a group that might have a similar audience to the one you are starting to build?

Who do you know that is doing something similar to you that hangs out in the same places...

Online?

In-person?

Collaboration gives each of you an opportunity to get in front of a wider audience that you wouldn't reach ordinarily. Done properly, they can be effective for positioning, kudos and follower building.

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What could you offer to someone else's audience?

(Special subjects, expertise, free sample content, webinar, video training, download, FB Live Interview as a special guest)

What could you offer to entice other collaborators to work with you?

Guest blogging? FB Live in your group? A chance to promote their free content to your audience?

(This would mean you not only position yourself as connected, but your audience/ FB Group gets extra value through following you too)

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Facebook Lives

By now you'll have realised the power of video and in particular Facebook Lives for establishing authority. There is nothing quite like someone seeing and hearing you talk about what you do and what you know to hone that in to them!

Most people will never be brave enough to do this for their business. That fact that you are going to show up and do it regularly already raises you above the crowd.

There are some simple steps to make your FB Lives more effective.

How to run an effective Facebook Live

Most people watch video on their phones with the sound off, so you much grab attention in the first 2 seconds with NO SOUND. So first off, use your hands or make some movement to grab their attention. Captions are good to use too. Facebook can add captions, or you can use a service such as Rev. Always check the captions are correct.

Know what result you want

Are you looking to get engagement? Do you want to establish authority? Do you have a freebie you want them to download? Or a Discovery Call you'd like them to book. Start with the end in mind so that the Call to Action at the end seems integral.

Write an interesting title

The title of your FB Live can make a big difference, as most people are watching on silent. So make this stand out. Good ideas are 'How to... in 3 simple steps' or 'The 5 biggest mistakes ...'. Emojis get a good response too.

Create a welcome script

Go back to your pitch work and include this as well as a request to like, type #replay, or ask them to share. Keep it simple, short & snappy.

Pre-Frame

Tell them what you are going to be talking about! i.e 'In this live I'll be sharing the top ways to'

Lead with Value

Give lots of value in what you are sharing. This will position you as an authority with expertise. Even sharing your musings and learnings can have this affect too. Don't worry about giving too much of value away- this is how you build trust.

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Have Post-it notes as reminders

The best way to do lives is to go unscripted but prepare the shape of the content before hand. Use post it notes to keep you on track, including the call to action at the end.

Interact with viewers

Welcome people who join you by name to make them feel valued. Most people will watch on replay, so even if someone comes in and then leaves, it's not personal!

End with a CTA (Call to Action)

Be direct and clear on what action they should take next. The more you audience gets used to you giving instructions, the more likely they will do as they told.

FB Page

FB Lives are most effective when done from your FB Page rather than in your group or on your profile. This gives you the option to boost the video or create it as part of a sponsored advert. You can share it easily into your groups and on your profile afterwards too.

Share and re-purpose your FB Lives

You can re-use your FB Lives elsewhere, such as sharing them in groups, adding them to YouTube, putting them on your website, creating blogposts from them. Make sure you get in the habit of re-purposing every bit of content you create.

Final tips:

- Be yourself
- Be consistent
- Be upbeat
- Don't script
- Give a call to action

Schedule when you can do an FB Live in advance and let your audience know.

Write here when you will go live and what the title will be this week:

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