

Become The Author**ity*

Create Your Book, Explode Your Brand, Eliminate Your
Marketing & Create a Waiting List of Eager Clients

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Become The Author*ity

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First Edition

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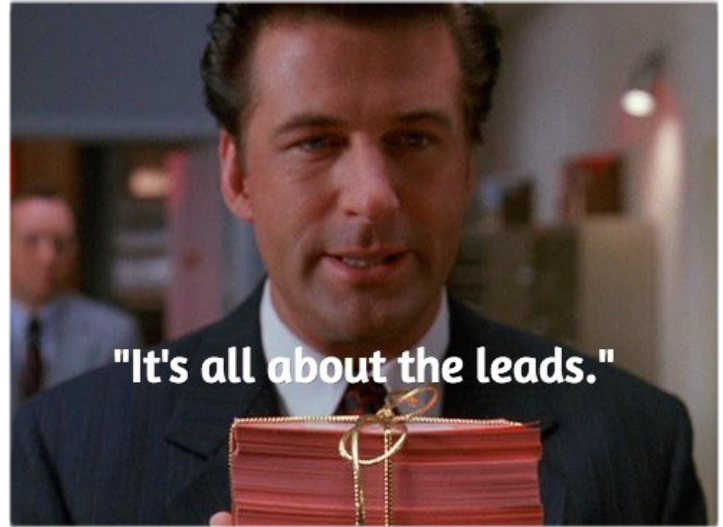
Introduction

"It's all about the leads."

In the iconic film, *Glengarry Glen Ross*, the leads were the center point to the film. Without a stream of high-quality leads, the sales people would starve and the business would vanish.

What about you?

For 99% of entrepreneurs, acquiring customers and growing the business is a full-time job. For most business owners, a large percentage of resources are dedicated to marketing, sales, customers service and closing the deals.



What about the other 1%?

- What would it feel like if your **CUSTOMERS SOUGHT** you out?
- How much better would you sleep at night if you had a **WAITING LIST**?
- What would it take for you to double or **TRIPLE** your **FEES**?

Do you realize some entrepreneurs have established their message so intelligently that they have a waiting list of clients. Do you realize that most high-profile professionals turn away most of their new business opportunities? For a very small minority of businesses, there is no active marketing. They don't cultivate leads, design elegant sales funnels or even focus on selling at all. For a very fortunate few, customers seek them out and have to **APPLY** to give them their money!

Crazy?

Hardly. In fact, when you position yourself properly, ANY business can be run with little to no conventional marketing and without concern for closing deals. If you apply even half of the principles in this program, you may find yourself in the same league as industries such as;

- **Universities.** Most position themselves as an application process. Most applicants are rejected. Ivy Leagues charge more than the price of an average American home.
- **Surgeons.** The reputation of high-income physicians is all that is required for many of these professionals to earn high six or seven figure incomes. Reputation=income.
- **Utilities.** While being a monopoly certainly has its advantages, every monopoly still positions themselves to thwart disruptive technologies from chipping away at their business.

What do these 3 very different business models have in common?

Authority.

Ivy league schools are sought after because they are revered. A brain surgeon builds his entire practice on the reputation he/she has created. A monopoly has positioned themselves as the only game in town, even if there are choices on the fringe.

Business models like these may be very foreign to those of us who routinely blog, call on clients, produce flyers, attend sales seminars, attend trade shows and otherwise spend a majority of time marketing.

However, by using the following system of content-based marketing with the foundation of being a published, or even a best selling author, you too can begin to enjoy the refreshing change of transforming your outbound marketing and sales efforts into inbound lead inquiries.

In the following program, you'll see how I was able to transform 100% of our outbound marketing (including an expensive trade show budget, call center and sales team) into a 100% inbound application and enrollment department in less than 12 months.

We did it by establishing our authority. Did I write a book? Yes, but it didn't end there. The book was only one of the foundational pillars of attracting a loyal and hungry audience.

Integrating the book in concert with our positioning, service and outreach is what transformed our company.

We did it and you can too. But it all begins with a premise and follows through with a methodical system. Apply the following strategy and feel free to adapt and adjust your tactics to suit you and your industry.

###

Content Marketing is **DEAD!**

Position Yourself as the **Author*ity**

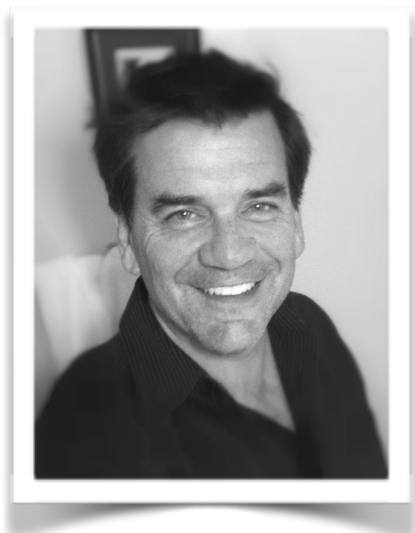
How I converted a \$12,000 monthly marketing EXPENSE into an inbound WAITING LIST of hungry clients, eager to hire me.

The following program is part story and part tutorial. It contains the method, strategy and checklists you can freely use to garner as many (or more) leads than you can handle. We'll help you not only establish yourself as the clear authority in your niche, but we'll do it with integrity and laser-focus on getting clients to contact you.

The following program contains:

1. **My Story.** Experience is a great teacher, but an expensive one. In the following few pages, I'll relate to you, my story of how I learned (through trial, error and investing a ton of cash) to transform my outbound marketing into a 100% inbound call center full of eager clients.
2. **Your Blueprint.** If you're a speed reader, you'll love the outline provided inside these pages. My blueprint includes an up to date position on content marketing in today's marketplace.
3. **Your Checklist.** I'm big on integration. Social media, email, radio, speaking, websites, etc. With hundreds of options, its easy to miss an important item. Your checklist will ensure you don't miss any critical elements.
4. **Our Templates.** Why reinvent the wheel? Inside, you get a set of templates and swipe files you can use, adapt and deploy to make create a book and position yourself intelligently in your field.
5. **Your Videos.** We've also included a set of video tutorials that break down the steps to not just publishing your content, but crafting a highly engaging book that effortlessly attracts high-paying clients to you.

-Doug Crowe



My Story

I was a lousy marketer.

For 20+ years I had purchased, restored, sold and managed hundreds of pieces of real estate. I was a developer, investor and landlord. I more than supported my family and life was good.

One day, a friend of mine approached me about doing one of those “weekend bootcamps”...you know, 2-3 days in a hotel meeting room with some guru who would share with you industry secrets and give you a magical blueprint for success in exchange for 5, 6 or 7 thousand dollars.

“Absolutely not,” I stated. “Those things never work.”

“They sure do,” Chris flatly replied. “I just attended one for an options trading course. I spent some time with the promoter. With over 500 people in the room at \$5K each, after ALL their expenses, this dude cleared \$900,000 in a weekend!”

“No, I don’t mean it didn’t work for him...but it never works for the attendees,” I responded. “After they get home on Monday, there is no support, follow up, accountability or anything resembling what the attendees truly need. No, Chris, these things don’t work for those people.”

“Why don’t you create something that does?” he asked.

Within 48 hours I handed him my business plan. It was a radical idea that nobody in the adult education or guru market had thought of before. It was bold, creative and solved my issue of accountability and integrity 100%.

“This business plan won’t make you any money, Doug,” he said.

“That’s not what you asked me to do,” I replied. “You told me to create something that will work...this works.”

Chris cocked his head, paused and said, “Well, yeah...this will work, but you won’t make any real money with this business model.”

“That wasn’t the assignment,” I flatly stated.

This ingenious, radical business model was nothing like any of the weekend pitchmen had seen or entertained before. There was no weekend hotel, no group selling, no pitching, etc. In fact, what I had designed was so far from conventional boot camps, hardly anyone took notice.

I founded a school.

My academy was a REAL academy. It looked something like this:

1. **Local, weekly classes.** 12 people per live class. 90 minutes every Tuesday night.
2. **Weekly homework.** Each week was a milestone to help any investor create his biz.
3. **A real library.** 4, six foot tall by 4 foot wide book shelves full of every real estate book, course and program I had purchased over the years....free to check out.
4. **Unlimited access to me.** My students could call, email or meet me at my office.
5. **Graduation.** The only way a person graduated was they purchased a property.
6. **Accountability.** If they didn't purchase anything within 90 days, they worked with me 1-on-1 until they did...forever.

So, after birthing this 'radical' concept, I decided it was in my heart to create a REAL opportunity for people to become investors. Accountability was near and dear to me. I never spoke outwardly negative about my competition, but as a concept, I poo-poo'd any weekend bootcamp in this marketplace as ineffectual for the attendees.

Now, with any new business, launching is difficult. With a brick and mortar business, it is a cash-sucking drain. Fortunately, as a real estate investor, I owned the office building and classroom where we launched. I had amassed a decent nest egg in real estate and now I was about to invest it into a new business model, that my mentor and venture capital expert told me would not make me any money.

I opened up shop and my first opportunity to market my brain child was at a Robert Kiyosaki one-day real estate event. I was allowed about 30 seconds on Robert's stage to promote my break out session. After I did that, Robert quipped, "Creative real estate...I like this topic."

Little did I realize how powerful my 30 seconds and Robert's endorsement would be.

When I arrived at my breakout room, the hallway leading up to the room was wall to wall people. I thought they had not opened the doors yet. However, as I passed by people lined up on my left and right and rounded the corner, the doors were open. "What were they doing in the hallway?" I wondered.

When I walked into the room, I just about passed out.

The room was packed to the gills. Every seat was taken and the fire marshall was asking those standing against the walls and the hallway to please leave as it was unsafe to have this many people in the room.

To my surprise, nobody moved.

I shrugged my shoulders and began my presentation. By the end of my talk, I had booked up my first class and Springboard (my company name at the time) officially launched the Spring Semester of classes.

By the 2nd and 3rd semesters, I had a full-blown company with a staff, operations and...a marketing budget.

The biggest challenge we faced those first two years was like any other company.

We needed clients. (In our case, they were referred to as students)

Like any other company, we invested in our marketing to bring those students into to apply to our academy. We did flyers, events, speaking and a myriad of other conventional tactics to fill our classes.

Our numbers grew slowly and steadily. Our reputation was becoming entrenched in Chicago. With 6 semesters per year (we started 2 classes per week in our 2nd year) and 12 students per class, we were grossing about \$30,000 per month. Our marketing expenses were approximately \$10,000 to \$12,500 per month. We had an outbound call center and by year two, the marketing budget began to outpace gross revenues.

Uh oh..

When we began our 3rd year in business I made a declaration, "By the end of this year, I want ALL of our outbound marketing, calls, flyers, ads, etc. to be 100% inbound." I felt like JFK giving his 'By the end of this decade, put a man on the moon speech.'

My staff was skeptical.

Our business, like most businesses, relied on ads, referrals, marketing, sales and an outbound approach like the weekend bootcamp guru guys.

I hated it.

That same week, my marketing director was contacted by a radio station, inquiring if we wanted to purchase airtime. Typical sales stuff about listeners, airtime, etc. It sounded quite foreign to me...and expensive. What came out of her mouth next was even more frightening.

"Doug, let's ask them not just about getting on air with ads, but hosting your own show," she suggested.

A radio host? My first thought was, "This sounds even more expensive."

It was.

Brokering a show, or purchasing an entire hour each week, was in excess of our entire **monthly** marketing budget. If we purchased a regular, weekly weekend slot, we would get some extra ads to run throughout the week, but our budget would instantly eclipse

our current \$12,500 per month on a SINGLE marketing tactic. We could not afford to continue our current marketing strategy (which was working) and add this new tactic. A 100% marketing increase was not possible. Something would have to go.

We boldly decided to trash 90% of what we were currently doing and pour everything into this new strategy.

This would be a big gamble.

On the other hand, it would be the beginning of transforming our outbound marketing to inbound inquiries. THAT was my singular goal for the year.

It didn't take us long to make our decision. I was going to host the first regular real estate program on the number #2 radio station in Chicago, WIND AM (broadcast radio).

We started booking guests, showcasing our success with our students and promoted free 1 hour, monthly workshops where attendees could meet, learn and apply for our academy.

During these monthly workshops, at least 5-10 guests would ask, "Can I get a copy of Doug's book?" My staff deftly replied, "Yes, as soon as it's published."

I was establishing myself as an authority on the radio, but I was missing a major piece of the inbound lead strategy.

I needed to be an author.

I stalled, delayed and wrote a few articles for the Chicago Tribune, Business ledger, MSNBC and and the Daily Herald. But a book?

Sorry...no time for that.

A few months later, my staff insisted I needed a book...even if it wasn't a best seller, it didn't matter. My radio listeners and current students were expecting me to publish something they could hold in their hand, read and refer to.

I finally took the plunge and scheduled a 10 day sabbatical (that's what they call it in academia!). I figured, if I could get 10 days of uninterrupted time, I could write every day and produce something of substance.

By this time, I had acquired a personal airplane and thought it would be fun to fly it to the Bahamas...great place to write-right?

I schedule the time, jumped in my trusted, turbo-charged beauty and flew it to the Turks and Caicos islands for 10 days of serene, quiet time. I was going to become an author.

Fortunately, it rained most of the time, so I wasn't too distracted to go scuba diving or sight seeing. I diligently wrote every single day and by the 10th day, I had produced a 180-page book about real estate investing. It included common myths, misconceptions, some brilliant zero-down strategies complete with real-world case studies that were recent. (I continued to invest during my teaching career)

When I returned to the office, manuscript in hand, I proudly handed it over to my staff and they congratulated me and we began to look for a cover designer and editor.

To make a long story short, the book sucked.

No...it was really bad.

No clever cover or massive editing job would do it justice. I had pointed my marketing campaign into untested waters and had no idea what I was doing, and I knew it.

Over the next few months, we vetted a few designers and editors and I knew I would never be happy with what I had started. I was about to scrap the project when my staff reminded me, "Being published is more important than publishing well. You can do a better job on your next book. For now, we need something...ANYTHING to round out the inbound marketing we started."

On December of the prior year, I made my declaration to my staff that we were to transform our outbound marketing to 100% inbound. I had given my staff 12 months to pull this off.

We did it in 6.

We did it almost by accident in a time before social media and when real estate education was the most highly competitive industry on the planet.

And so goes the story I've shared 100's of times with people on how my company, Springboard Group, was created and, more importantly, how I learned from experience how to transform outbound marketing into an waiting list of eager clients.

Let's dissect the principles and provide you with a blueprint to emulate, duplicate or even exceed my results.

Your Blueprint

*"When you say how great you are, it's bragging.
When someone else says how great you are, it's PR."
-Doug Crowe*

Becoming a authority in the eyes of your audience than it is in your own mind. Search popular demographics like "life coaches" or "consultants" and go to page 2, 3, or 4 of Google.

Past page one of the search engines (affectionately known as the 'desert' online) you'll find thousands of experts who may have a loyal group of clients and even a small, viable business. Their Facebook page may have 1,000 or even 5,000 likes or followers. In the mind of this entrepreneur, they are an expert.

Unfortunately, their personal perception has nothing to do with reality. True authority does not come from how many "likes," "shares," "mentions," or your Klout score.

Bankable authority manifests when other people talk about you, share your content and effortlessly give you referrals, interviews and status.

The purpose of this program is to position you and your brand so that the media, fans, colleagues and, of course, your ideal clients seek you out on a consistent basis. The following blueprint will allow you to build a foundation to dramatically increasing your fees, growing your business, creating a waiting list and eliminate "chasing" clients forever.

Foundation

Your overall strategy is to build relationships with other influential leaders. Take the spotlight off of yourself and shine it on the people, organizations and influencers who are best suited to help you. Do this authentically and without expecting anything in return.

For example, if you market all natural supplements, you would be thrilled if you had a published article in a nutrition magazine or be endorsed by Dr. Oz.

Your foundation begins and, coincidentally, ends with your network. It can contain corporations, non-profits, authors, media, or anyone of influence. Your foundational mission must authentically connect with as many of these entities as possible. You won't

totally ignore your message, content and business during this phase, but you won't be bringing it to the attention of your network unless asked.

It may feel counter intuitive to start by focusing on someone else's products, service and brand. Nobody wants to be a "suck up" and after all, you have a business to build. However, there is no shortcut or way to "buy" authentic influence. As my friend, Bob Burg coined in his best selling book, *The Go-Giver*, "Your true worth is determined by how much more you give in value than you take in payment."

Without someone else talking about you, you will always slip into a typical marketer... chasing leads and trying to validate your message.

Focus on others, first and foremost.

Content

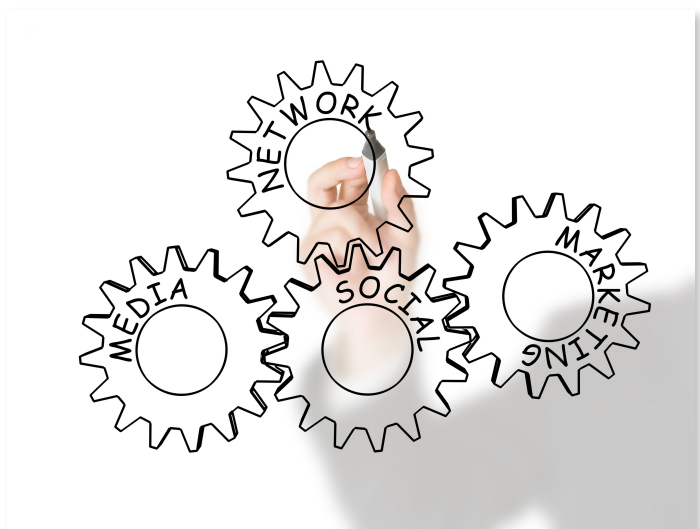
Your blueprint for becoming the author*ity means being an author yourself. Being an author, of course, means creating and publishing a compelling book. However, it also means publishing in other media as well. In the next section, **Your Checklist**, we'll cover the details of podcasting, articles, blog, video and dozens of other publishing tactics to reach your audience.

For some new author/entrepreneurs, the idea of creating book, podcast, articles, blog, videos AND running their business is overwhelming. In reality, publishing 2, 3 or more other forms of content is far easier than one may expect.

In order to create content that has unshakable buy in from your audience, many entrepreneurs do surveys, polls or questionnaires. In *Become the Author*ity*, you'll go well beyond any poll or survey. Our system of engagement allows you to not only craft the perfect message your audience wants, but can actually pre-sell your book before it's even written.

It doesn't matter if you are writing a blog post or a 200-page book, by engaging your target audience BEFORE you formulate your core message, you'll make them feel involved. When your audience is involved, they'll feel special. You'll be answering their questions or better yet, you can even showcase some of their stories, content and successes.

Unless you are an athlete, criminal or politician (or any combination of those three!) you'll probably have to be an author to acquire media



attention. As we stated earlier, experts on the 2nd or 3rd page of Google are not recognized. They may have a business, but they'll continually have to work to garner new clients.

Established authorities and experts have the media contacting them. There is a bit of art and science in becoming the "go to" person for the media. We have another eBook on that subject available on Amazon or free to our members.

Essentially, becoming the Author*ity mean you must publish.

Before you write your ground-breaking work or expect to attract the attention of anyone, much less regional or national media attention, however, you must understand the psychological basics of claiming your status.

Outreach

Networking. Your network drives your machine. Without a strong, engaged and (I can't stress this enough) AUTHENTIC network, nothing else works. You will build real, live and influential connections. This is the MAIN cog in the Author*ity blueprint wheel.

Media. Build relationships (real ones...you know, people you have TALKED to) with influencers. They will include non-profits, corporations, bloggers, competitors and journalists.

Social. Publishing in all social media is nearly impossible. 90% of marketers forget to integrate OFFLINE social connecting with their online social media. Established authorities step away from their computer on a consistent basis and meet real people. Get on LinkedIn with the express purpose of moving each influential relationship OFF of LinkedIn.

Marketing. Even though conventional marketing is not the focus of this program, it would be unwise to not incorporate some degree of paid lead acquisition in concert with your organic content and published works. The more you are seen, the better. The more you are shared, the more you are respected.

Most marketers see the typical sales funnel as a large scoop at the top and filtering leads and engagement down to a sale at the bottom of the funnel (top 1/2 of diagram).

In the Author*ity model, the engagement and resultant sale is only the beginning. After a sale is made is when the sale is solidified, leveraged and an unstoppable viral message can extend your message well beyond what can be purchased.

A viral message rarely happens by chance, but it always occurs with relationships.

In summary, your blueprint is as follows:

Foundation

- Connect authentically to influencers.
- Give reviews and shares to others first.
- Do not expect anything in return.

Content

- Authors get interviewed.
- Your book will be the most respected piece of content you publish.
- You can re-purpose an interview into a podcast, transcript, webinar, article or even a product.

Outreach

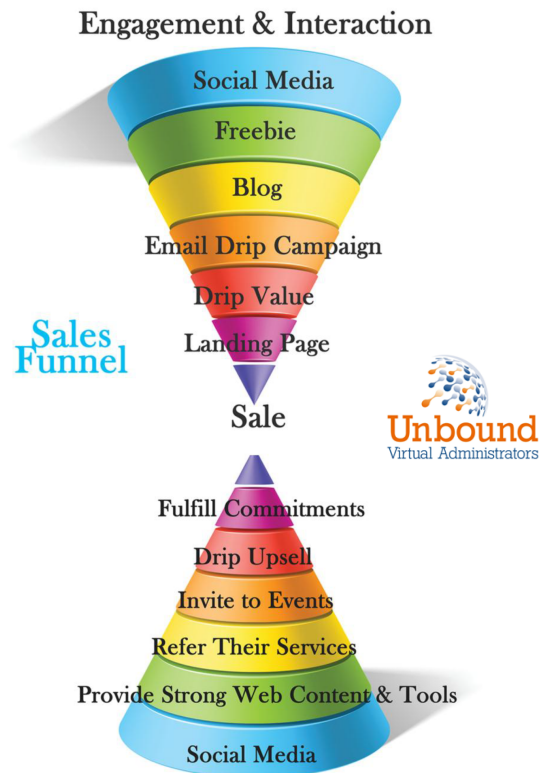
- Ask your audience what they want.
- Include them in your content.
- Incorporate some paid advertising.

This constitutes the basics for becoming the Author*ity and getting your clients chasing you.

In the next section, we'll give you several checklists to support each of these core strategies. The checklists are flexible. You may not need to employ all of them. There are some experts who blog daily and others who blog only a few times per year (but when they do, it's a masterpiece!).

The scope of available outreach channels is daunting. There are a few guidelines to follow. They are as follows:

1. Use outreach channels that are used by your target audience. If your audience is on Instagram, you must be also.
2. Use online media that fits your personality, lifestyle and voice (figuratively and literally). If you look and sound good online, use it.
3. Schedule time away from technology no less than once per week. Get out of the office. Meet people. Send thank you notes. Be memorable.



Your Checklists

The following checklists will keep you on track. While it may be overwhelming at first, never fear. No undertaking of this scope can ever be done fully by a solopreneur. Outsourcing is never as easy as anyone purports it to be. For Author Your Brand members, look up our guide *Hire Someone to Read This Book: The Ultimate Guide to Outsourcing* in the resource section. If you are not a member, you can find the eBook version at the Kindle store on Amazon.

Positioning Checklist

This is more than a simple checklist. The positioning questionnaire will help you better align your message with your lifestyle, goals and audience's needs.

Most authors skip this step entirely, so it will behoove you to take 20 minutes and reflect on what you want, what you are conveying and the results you expect and desire from your book, message and brand.

[Click Here](#)

Content Creation Checklist

Provided you have fully engaged your audience, creating your content can be as simple as collecting some amazing stories from your community. Jack Canfield and Mark Hansen sold over 100 million books without writing much of anything!

Collecting and curating content from your tribe and target audience may not be as simplistic as republishing their stories. Most non-fiction authors want to add a healthy dose of their own perspective. However, before you even begin to pick a topic and collect your notes, go through the tutorial and see if a “user-generated” book and content fits your objectives that you outlined in the first checklist (Positioning Checklist).

[Click Here](#)

Book Launch Checklist

The last checklist will give you not only a timeline to follow, but we've also included as many links as possible to help you outsource much of the work.

We've also included tools such as autoresponders and some nifty items to help streamline the process. A few of these are affiliate links because we not only like these tools, we use them ourselves!

[Click Here](#)

Our Templates

The following templates in our members area are yours to enjoy. Be sure to CHANGE them to suit your industry, personality and contact information.

Hire a writer

It is nearly impossible to be an exceptional writer, marketer, publisher, entrepreneur, bookkeeper and chief cook and bottle washer. No matter what your skill level is or how much time you have, you'll be served well to hire a ghostwriter or at the very least, a copy editor.

Below is a list of our favorite outsourcing portals and what talent dominates each one.

onlinejobs.ph

You won't find a more loyal and hardworking culture than the people from the Philippines. If you are a Westerner, take some time and learn the culture and nuances before you hire anyone. You'll need to adjust your communication, expectations and patience.

odesk.com

I used to dislike hiring anyone on an hourly basis...productivity is simply an easier metric to manage. However, Odesk takes screen shots of your contractor every 15 minutes, so it's just about as good as you can get without being there.

elance.com

This portal has a wide range of talent. You'll find people not only from overseas, but in your own back yard (important when hiring writers and proof readers).

book-lance.com

This up and coming site (in pre-launch) is specific JUST to the publishing industry and assembles the best of all the other sites (usability, fees, access). Check it out in early 2015.

craigslist.org

One of my all time favorites for hiring writers, (because of the local nature of this classified site) Craigslist seems to have an abundance of University degree-level talent that is not only insanely affordable, but easy to work with. Modify the job description templates to suit your needs. Always spell out what you'll do, how they'll get paid and get samples.

In our files section, I've provided ad templates and tutorials on how we have been successful at hiring terrific writers and designers for very reasonable fees.

Your Videos

The following videos in our full course are brief and to the point. Perhaps, like me, you don't have time to watch a video drone on and on. Each segment is concise, spartan and gives you the exact strategy and tactics mentioned in the text portion of this program.

The introduction video is public and available on Youtube. Please feel free to share and comment. The 3 core videos are private, protected and for members only. We appreciate you not sharing those publicly.

Your videos are located in the file section.

Enjoy!

-Doug Crowe

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