



Authority Positioning Blueprint

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Mike Saunders, MBA
The Authority Positioning Coach

As Featured On



The Boston Globe



THE HUFFINGTON POST

Forbes

Coaches
Council

I am the author of Amazon Bestselling book *Authority Selling™*, contributor to The Huffington Post, Adjunct Marketing Professor at several Universities and member of the Forbes Coaches Council – an invitation-only community for the World's Most Influential Business and Career Coaches.

As the Authority Positioning Coach, I help entrepreneurs break out of obscurity by amplifying their hidden expertise to a position of prestige & become THE go-to Authority & Expert in their industry.

The Authority Positioning Coach is a Boutique Marketing Agency providing "Done-for-You" Authority Positioning Packages to elevate your brand to a position of status and prestige.

My Authority Positioning Suite helps them become an Amazon bestselling author without writing a word & in only 3 hours of their time. Through the process, they have 7-10 Authority Positioning Assets™ built for their brand which serve as a long-term digital footprint for their target audience to discover. This works to pre-sell them before they even connect.

I am a "Boutique Agency" providing "done-for-you" authority positioning packages. I do not take on dozens of clients a month because I deliver a high-touch Concierge

service to my clients with spectacular results! This includes a full-length feature interview on my show on Business Innovators Radio. You will benefit from this because you will be able to use this powerful business interview link in your business development promotions to start your journey of building your Authority Positioning.

Also, your multi-media press release announcing when your show has been published. This will be syndicated to dozens of news affiliates of NBC, CBS, & ABC news media websites. You will benefit from this because being mentioned in the media is powerful 3rd-party social proof to validate your brand.

The result is a spectacular Authority Positioning Portfolio™ which is the solution for opening more doors to closing more business including: speaking, generating quality referrals, commanding higher fees, closing sales easier and advancing your career!

- How would it feel at the end of a meeting to hand them your best selling book with your business card in it?
- How much easier do you think it would be securing speaking opportunities if you had a best selling book?
- Would advancing in your career be easier with this level of Authority Positioning?
- How do you think new prospects will perceive you when they land on your website and see that you have a podcast interview sharing a solution to their problem and that you have been featured in the media?

Authority Selling™ includes concepts based cutting-edge research by social psychologists and infused with marketing psychology principles of: Authority, Social Proof, Scarcity, Repetition and others. To learn more about these powerful concepts, check out books by Dr. Robert B. Cialdini: “Influence: The Psychology of Persuasion” and “Pre-Suasion: A Revolutionary Way to Influence and Persuade”; Tom Hopkins: “Master the Art of Selling” or John Di Lemme: “17 Highly Guarded Strategies to Close Every Sale Guaranteed PLUS How to Combat the Fear of Closing”

To separate yourself from your competitors you must stand out. This can take on many different forms, but the most effective way is to stand out by being a credible Influence and Authority in your field.

As you read this Industry Report, I want you to understand the simplicity of the concept of developing your Authority Positioning. This strategy is not meant to make you a national celebrity, but to establish you as the premier brand in your Sphere of Influence and build from there over time.

Based on the NLP concept of Framing, a "Pre-Frame" is a powerful approach that allows you to strategically and subtly let your target audience know what is going to happen and how they should think about it. When this is done in advance of them connecting with you, whether days or minutes, you are positioned as a credible Authority.

Research conducted by American social psychologist, Stanley Milgrim discovered that people trust the people they see as Experts in their Sphere of Influence. The power of this concept is that you can become THE Expert even if you are starting out from scratch, BUT you must know how to leverage your knowledge and expertise to become visible to your target audience.

Consider this: your time is valuable, right? You have such limited time to research your buying decisions, so how do you make them? Don't you look for reviews and testimonials? Don't you want to know that the brand you are looking at is reputable? What if they are the leader in their field? As long as the price is comparable, don't you choose the company that is on top? Sure you do. And so do your prospects!

The "Pre-frame" is not the only concept to consider. Think about after you meet with a prospect, would boosting your Credibility and Authority help them make their decision in favor of you? When the sale does not happen during the meeting, you run the risk of losing momentum so having a strategically-designed Authority Positioning Portfolio™ to leave with them will increase your chances of closing the sale. Finally, consider post-purchase behavior and "buyer's remorse". Once the sale is made, if you can consistently provide these assets to your new customer over time, they are assured that they made a wise decision in choosing to work with you.

Using this concept of a strategically created "Authority Positioning Portfolio™", you can see a unique protection in your business to reduce the chance of your competitors from gaining ground. Your prospects do not know what you know about your industry. Period. So when you can "pre-frame and post-frame" your expertise with educational pieces of content from a variety of choices such as radio or podcast interviews, media mentions in news stories or the fact that you are a

published author on the exact topic your target audience is in need of solving...you are positioned powerfully!

The great business guru Chet Holmes is famous for saying: "Experts will get three times more referrals as salespeople." Using this approach, you have the unique ability to use this science of setting your prospect's buying behavior.

This is Authority Selling™

Authority Selling™ Strategy:

How to Establish Your Authority Positioning

With Authority Selling™, the very first thing we need to do is establish our Authority Position. What does that mean for you?

You cannot just wait around and hope that someone will notice that you're good at whatever you do. Do you realize that when you make decisions it's based on a lot of psychological triggers? We will cover a few of the most important triggers as you read and implement action steps in this report.

One of the things you need to keep in mind; when the media is talking about you or your business, this gives you instant credibility. Let me say that again. When the media is talking about you or your business, that gives you instant credibility, and why is that? It's because it's a third party source. Let's think about the chicken and the egg. Do you want to wait and hope that the media might talk about you some day because you've spent years calling yourself an Expert or would you rather have others see you as the Expert right now because the media is talking about you today?

This is a critical piece of Authority Selling™ strategy, there are so many messages coming at us individually each and every day that it's hard for people to tell the difference between what they want to pay attention to and what they should pay attention to. You need to be consistently establishing yourself as an Authority and as an Expert. We're seeing this in today's media and the marketing world; the necessity of your personal brand and building an ongoing personal branding strategy.

I remember years ago going to a seminar called "The Brand of You"; you may be a realtor, financial advisor, anyone in professional services, and you want

to brand yourself as the Expert because you might not work for the company you currently are with for your entire career. You want your clientele and your target audience following you. You need be the person that they're trusting, not only the name brand you work for. Let's define this: "A brand is a set of expectations or stories or expectations that people have of this service you're about to give them based on their past, based on their friends that have made recommendations". When you take all that together, it's a consumer's decision to choose one product or service over another, and that is huge.

What sets you apart from your competition? You absolutely have to be building a brand in your competitive industry. You have to be unique and remarkable, and then you have to be able to share that in your messaging online and offline. Part of this is knowing who you are as a person and as a brand representative of your company; knowing who your target audience is so that you can understand their problems, concerns and issues and know how to communicate your solution that your company provides to them. This lays the foundation for setting yourself apart from your competition. Your Authority is your position in the mind of the consumer, your target audience. When you can articulate your "why", the reason you are in business and passionate about doing what you do, this becomes your brand.

Authority Positioning is all about becoming an educator and an advocate for your target audience and putting yourself in their shoes and helping them achieve success. When you share value in authoritative and unique ways, your prospects and clients begin to take notice. They call you the Expert or Authority and you never have to. Why is that? Because they're so used to other salespeople or competitors in your industry, who are pushing their products and services on them.

Now when you come in and you begin educating them on their options and choices so that they become an educated buyer of whatever you are selling, they feel the difference and will respond in a positive way. It has been said in the past, "People don't like to be sold, but they like to buy." Well, how do they make that buying decision? It's by being educated enough to make those choices.

Barbara Corcoran from the Shark Tank has explained how she became the go-to-source for real estate in her area. She began to get quoted in reputable news media about her real estate predictions and research. Barbara understands the power of the media and she used it to catapult her business to success. Now remember, you might not get quoted in the big papers immediately. She mentioned Wall Street Journal, New York Times. You may not be able to start off there right away; but in your area, what if you have a local newspaper and you get to know some of the reporters or the editor? What if you give some contributions? What if you get quoted in that newspaper? Well, then maybe that gets out and you can get quoted in statewide papers. You have to be thinking about this strategy of the "third-party mention" as opposed to you mentioning how great you are.

Here's a scary thing to keep in mind. If you don't invest in a formal Authority media campaign tailored to meet your unique needs of your target audience, you risk losing market share to well-organized competitors. Let me focus in on this word "invest" because this is an investment, not an expense. When you invest in an Authority Positioning media campaign, it has to be a long-term and consistent investment.

Which one of these two types of personalities have more credibility? Someone that says that they are the Expert in their field or a news media outlet that says that for them? Third party endorsement beats self-imposed titles and

slogans every single time. Yes, you need to let people know and you need to say that you are an Expert in a certain area, but when it's coupled with third party media mentions and endorsements from third party sources, that's when the true power comes in.

Consider this: journalists are out there searching for authorities in a specific vertical. They read news articles and blogs, and if you read their stories, you'll see references to Experts; people that are authorities in their niche. They're essential to the media. When a journalist develops a story, they have to get quotations, opinions, facts. They need to connect with people that are in the know.

AUTHORITY SELLING™ EXECUTION TIP: *As you are developing your Authority, remember that you are laying the groundwork and bread-crumbs for not only your prospects to find you, but also journalists who are researching topics to report on! Don't be surprised if you get contacted by a journalist working on a story and asking for you to contribute because they saw you published a book or spoke on a radio show on the topic! You can enhance this by using services such as MuckRack.com to get the attention of journalists who cover your industry*

Now the exact same thing kicks in for them that happens to your prospects.... they are busy and have no extra time, so they choose options at the top of their search. When your solution to a specific problem, or opinions on an industry trend, are seen in their search, guess whose chance of getting contacted just skyrocketed? You!

Then, your chance to get more media exposure increases because it gets much, much easier to get more media mentions when you've already been mentioned in the media. It opens doors to other business-building opportunities like speaking engagements or podcast interviews or radio show interviews.

When you put links to where you've been mentioned in the media on maybe a press or a media page on your website, it creates instant "trust triggers" with your potential clients and prospects who land on your website.

AUTHORITY SELLING™ EXECUTION TIP: *Go to the story and print it as a PDF then upload it to your website to use that URL in your promotions. This way you always have the credibility of being in that media release with the date and time in the story even if the link drops off their site over time.*

Here's something you should do right now: Google "ZMOT", which stands for Zero Moment of Truth. It's a free e-book that a former Google employee wrote, and it references back to the old days when you would go into a store and someone would give you a brochure and then they would say, "Call us if you have any questions." Well, today if you go to a store or a car dealership you go in educated more than most of the sales people that are working there because you did internet research.

When you can do research upfront, you're going in as an educated buyer, and you're going in knowing the direction that you're wanting to go with that product or that service. The old moment of truth was when they would buy the product and see if it worked. Now the zero moment of truth is when someone goes online and starts doing some initial preliminary research on that product. If they're looking for best Dallas, Texas chiropractor, the moment of truth used to be when they would go into the chiropractor and get the first session and see how they liked it. Now the zero moment of truth is when they Google that phrase and they start seeing all of the different listings that come up, all of the competitors, all of the things that are said about the local area chiropractors, the reviews, the social proof.

They formulate their opinions based on what they research and choose the one that has the most Authority and trust. Period.

Knowing that journalists are searching for authorities in their niche to write stories about, and knowing that prospects are looking for solutions to their problem, you need to be putting out content that is educational in a way that advocates for your prospect's success and solves a problem that they may have.

Let's use the chiropractor as the example. Do you have a pain in your knee after running? Maybe this chiropractor would write a blog post on this, or maybe a they were interviewed on a podcast or a radio show that they get out there online. When someone is Googling a phrase such as "why do my knees hurt after running?" and Google sees from their IP address that they're in the local area, chances are pretty good that this local Dallas chiropractor interview on knee pain and how to eliminate it will show up.

The prospect is thinking, "Yeah, that's my question!" If it was YOU that put out that content, they click on it, and they listen to that interview. You then are the Authority because your competitors aren't doing this. What you need to have developed is a whole list of "Frequently Asked" questions and a whole list of "Should-Ask" questions. Your target audience has a lot of questions that typically come up, "Frequently Asked" questions. Answer those with two, three, four paragraphs for each one. Then write another list of ten "Should-Ask" questions, meaning a prospective patient or client or customer of yours, if they were to ask these questions they would really to the heart of the matter, the "Should-Ask" questions.... they don't even know enough to ask these questions, but if they did, these are really, really good questions. Now you have 10 "Frequently Asked" questions and 10 "Should-Ask" questions, and you've answered them.

Could you write a blog post about each one easily? Could you be interviewed on a radio show or a podcast on a few easily? Now all of these breadcrumbs are getting out there online and the journalists that are searching for these types of things, whatever your industry is in, they stumble across that and maybe they're contacting you for a comment to get mentioned in their story they are researching. Maybe it's the prospect; so all of this educational content is building your credibility and Authority.

Research shows that when someone hears about a business or entrepreneur, over 85% of the time, they will go directly to Google and search for the owner's name and name of the business. They want to see what is being said online about them; from reviews, to news stories or just online presence. When you begin accumulating the media mentions, radio/podcast interviews and books published, you need to keep a collection of these URL's and add to your SEO strategy! Think about it, Amazon is a credible platform, so when you have a book published on Amazon and the URL to the book is inserted in your SEO campaigns for your brand name and main keywords, what do you think will show up in the top Google results?

This is Authority Selling™

Let's say that you have laid the groundwork, and get mentioned in the media or interviewed by a reporter and that's wonderful. Now you use that. You've got a piece of content which can be accumulated into your Authority Positioning Portfolio™. As each and every one of these assets are being created, get a copy of it. When you're interviewed on a podcast, get a recording of that.

Now all of a sudden, you're building this large, ever-expanding portfolio of your Authority and Expertise, but you cannot just do it one time. Just being seen on another site, a media site is not enough to establish the level of Authority you're going to need to be recognized as the foremost Authority in your area. You have to create pattern that involves extending your reach both online and offline that leads to more Influence with your prospects. You need to constantly be quoted in news stories, maybe mentioned in a press release, be interviewed on a radio show or a podcast, be featured in a business magazine, writing a book. Constantly getting in front of your target audience and your strategic alliances so that they are seeing all the things that you're doing out there.

Once you start getting these Authority Positioning assets in place, you need to be proactive in getting the word out and promoting your Influence and Authority in your marketing. I like to call them “humble brags”, you don't want to be prideful and obnoxious about it, but if you just casually mention to your e-mail list or your blog readers or your social media platforms that you were featured in a press release or maybe a recent interview or publishing project, these create bursts of credibility that attract the right attention; you will be found easily when your prospects are ready to take action because you posted this “humble brag”. Here's an example: "Hey, it was such an honor to be interviewed on such-and-such a podcast. Here's the recording. Let me know what you think!"

Send that to your e-mail list and post to your social media platforms (consistently as they happen). Well, someone out there in your network might forward that to a friend of theirs, and now you're the Expert because you were interviewed. You have powerful Positioning happening for your brand which goes

beyond your 1st-level network. This is laying the groundwork for the Authority Selling™ process.

The great business guru Chet Holmes was famous for saying: "Experts will get three times more referrals as salespeople." Because people don't like to be sold, but they like to buy and they want to buy from someone they trust who is an Expert or an Authority. It becomes so much easier to get quality referrals when your network can point to your accomplishments.

Once you've started getting your message out there through interviews or press releases or media mentions, look toward publishing your own book. Now you may be thinking that you can never do that, because maybe you have this feeling that you can't even write a blog post or an e-mail much less a book!

I agree that its very daunting to think about writing a book; I have said for quite a while that there seems to be a “disconnect” between your head and your hands, whether you hold a pen in your hands to write or your hands on the keyboard to type a book, there seems to be a disconnect! Am I right? You've got all this knowledge and expertise in your head, but you can't get it out.

I've got a process called “3-Hour Authority I use in my package: The Authority Positioning Suite™” which requires a mere three hours of your time, and you will become an Amazon best-selling author without writing a word including a full Authority Positioning Portfolio™ built out for you. It's a really, really special process, and if you would like more information, you can learn more at www.AuthorityPositioningCoach.com

Here are a few benefits of being a published author:

- You become a credible Expert practically overnight.
- You become a celebrity in your niche. People associate “published author” with “Expert”.
- It opens up media opportunities, when reporters are looking for credible Experts on the topic they need to write their story on, if they're Googling around and they see that you wrote a book on just such a topic, maybe they're contacting you over someone else that just wrote a blog post.
- It opens up speaking opportunities. When you can speak in front of an audience such as your local chamber of commerce, Rotary club, or an association that you're a member of, you then become quite the Expert because you're the person on stage. It becomes so easy to get that speaking engagement because you're an Amazon best-selling author.
- Your sales cycle is dramatically shortened. With respect to Authority Selling™, a salesperson goes in trying to push someone to close the sale right away. You already have this pre-frame in the prospects' mind that you're an Expert and Authority. You were mentioned in the media. You were interviewed on a podcast.

Does it guarantee you one hundred percent close rate? No, but if you currently close five out of ten appointments, maybe it gets you to seven out of ten. It's a dramatic increase in profit with the same amount of work being seen as an Authority and Expert.

Remember, you're not going to get paid much in royalties from the book being written, but you're going to get paid **because** you wrote the book. With these doors that are open, selling more of your product, selling more of your services, getting consulting. It doesn't matter what industry that you're in, you can become an Authority and get more business when you have some of these Authority

Positioning assets working for you. I met with a client a couple weeks ago, and she had this 8-1/2 x 11 full-color, glossy, six-page brochure that she handed me about her business. I asked her how much that cost, and she said, it costs her \$6.50 to print each one of those. Well, I showed her a copy of an Amazon book, 120 pages, glossy cover, the author's name on the cover and the author's picture on the back. I said, "This book cost about \$3.25 plus about \$2 in shipping...so for \$5.25 you're handing a prospect a BOOK! Imagine the amplified impact of handing your prospect your book, compared to a glossy brochure!"

Something else to consider is micro-specialization. It's a super powerful strategy to become the perfect solution to your prospect's specific problem.... not every problem they may have! Narrowing in on just one of the problems your prospect has and providing a solution, is 10X more effective than trying to tell everything about what you do and attempting to be all things to all people. As an example, if you're a chiropractor: "I help people that are in pain." Too broad. You could say, "I help automobile accident victims recover from whiplash quickly without long-lasting effects. Micro-Specialization helps you laser-target your best prospects and turn them into customers.

Keep Micro-specialization in mind when you're beginning to develop your Authority Positioning Portfolio™ so that your Authority Selling™ strategy is a success. Now when you think about the one solution to your target audience's problem, you may have three, four or five solutions. If you're that chiropractor, you might work with more than just car accident victims. After you've developed a portfolio of your media mentions and interviews and book, you just start the process over again and start focusing on your solution to a new problem. So maybe that chiropractor now is talking about injuries at work or it might be helping with maternity care, things like that. If you're a realtor, maybe you're talking about first-time home buyers. You want to have that very specific micro-specialization so that you are able to attract the right prospects directly to you like a magnet.

AUTHORITY SELLING™ ACTION GUIDE:

Make a list of your key values, your passions, the ways that you do business that are different than what your competitors are doing in your industry.

Focus on your "Why" and Vision.

A series of 20 horizontal dashed lines for writing.

The Authority Positioning 3-Step Blueprint:

Implementation Guide

Are you ready to start creating and amplifying your Authority Positioning and Influence? When you have your Authority Positioning Portfolio™, you have a powerful tool that will easily help you persuade your prospects without being “pushy”. Use your Portfolio as an effective strategy for attracting high-paying clients & outselling your competition even if you feel you are a “Sales Introvert”!

You must develop your:

1. Authority Positioning Platform

What is your Competitive Advantage or Unique Selling Proposition (USP)?

2. Authority Positioning Portfolio™

What assets do you have currently and will be working on building?

Interviews, media mentions, client testimonials & books.

3. Authority Selling™ Process

The structure that you and your Team will use to deliver your Authority Positioning Portfolio™. This should be an email template saved or the physical package created with multiple copies on-hand ready to be sent out.

Once you have your Authority Positioning Portfolio™, you are ready to begin using it everywhere you can! Think about how it can open doors to get interviewed on podcasts and radio shows, or to be able to get quality guests on your show! What about when you go out to a networking meeting? What a great follow-up tool!

Once you get the first Portfolio in place and in use, think about adding into your second set of assets with a “Story-Selling” approach to make it even more engaging.

Imagine getting ready for a sales meeting with a prospect or a meeting with a prospect about the possibility of doing business together; maybe you have been working on landing this meeting for months. You realize that this sale would make-or break your quarterly numbers or this promotion would take your career to the next level. You finally have the meeting set with their Management Team for next week.

What if you sent each of them an overnight package with a professional cover letter intro expressing how the upcoming meeting will lay out your plan for their success, but in the package you also include your Authority Portfolio:

- Color copies of media mentions you have been featured in
- Testimonials and Reviews from your raving fan clients.
- Flash drive or Video Brochure with 2-3 radio and podcast interviews you have conducted as well as interviewing Influencers in their industry that they will recognize.
- A copy of your Amazon bestselling book with a professional color glossy cover featuring your name and picture and the title describes your solution that you provide to customers or companies that have similar problems; or your Corporate Philosophy and Leadership strategy.

When this package arrives a few days before your presentation, and then you arrive for the meeting, are you perceived differently than your competitor that they are also meeting with that week?

This Authority Positioning Portfolio™ can also be delivered electronically for the sales presentations that are not as high-profile. You can set each of those items up on a page on your website with links to each item and send the sales prospect the link in advance of your meeting. Keep in mind, this is NOT a mass-

marketing technique. The true power is to “Open More Doors to Close More Business”.

So whether you use it to get the meeting in the first place, or to “Pre-Frame” your presentation before you arrive, or even as a “drop the mic” moment to leave behind after the presentation...you will succeed with this Authority Selling™ approach!

There you have it. The Authority Selling™ System fully explained in this step-by-step process. Everything you need to apply in your business and use it for attracting high-paying clients & outselling your competition.

My vision is that every Entrepreneur, business owner and sales team in the world will someday have an Authority Selling™ Portfolio and use it to skyrocket sales and personal brand. And my mission is to make sure that this powerful system is within reach no matter the size of the organization; from the single entrepreneur working from home to the Fortune 5000 organizations looking to take their business to the next level.

Where do you go from here? Well, it's like the saying “Knowledge is Power”; actually Knowledge is only POTENTIAL power, the true power comes in implementing and executing! Go back through the report and make some extra notes, study the Execution Tips, complete the Action Guide and make a plan of action to build your Authority Selling™ Portfolio and implement The Authority Selling™ System in your business.

You've got everything you need to take action. The only question is this: Are you willing to get to work? Because now is the time! For the best way to move forward, you can choose to implement the ideas and strategies presented in this report and do-it-yourself. Get started today and put them in action, you'll feel great seeing progress in your marketing and promotions!

I would like to give you some guidance here on additional options:

Option 1: Do nothing at all

Please don't let this Industry Report be just another report you read so that you can check it off of your list!

Option 2: Work with someone you find online

The strategies in this report are not new, you can find service providers to work with, you can Google "Authority Positioning" to find some options to consider. I would caution you to make sure that they have a track record themselves of building and promoting their Authority!

Option 3: Work with me and my team to build your Authority Positioning Portfolio™

If you'd like to know your Authority Positioning Portfolio™ is being done right, have our Team do all the work for you from the strategy foundation to the tactics of your Expert interview, transcription into your book, formatting for Kindle and paperback and professional book cover creation.

➔ Additionally, you can consider my introductory package where we build out 3 specific Authority Positioning Assets™ for you! It is called [Authority Boost™](#)

Whatever you decide, the most important thing is to take action while this is on your mind, it is so rewarding to see action pay off! Take a small step today, another

step tomorrow and before you know it, you'll be well on your way to implementing the Authority Selling™ System in your business!

To your success!



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Forbes & Huffington Post Contributor

Podcast Host-“Influential Entrepreneurs”