

# Why is “Little Indian Brave” The Secret Shortcut to Expert Status?

After Reading this Report, You'll NEVER Look at the Marketing Industry the Same Again!

Feeling frustrated when it comes to marketing your business brand and realizing traditional marketing no longer works like it used to?



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The Authority Positioning Coach

As Featured On



I know that you sometimes feel worried...confused...even worthless about your progress!

What if I told you that my clients are **discovering a unique way to stand out and become the "obvious choice"**...simply by leveraging the power of **1 new and revolutionary technique** that allows them to have their expertise amplified to a position of prestige?

It's a **very unique approach** to marketing and business development that's turning struggling Coaches/Consultants, Entrepreneurs and Sales Professionals into inspiring success stories.

Listen, I get it if this sounds too good to be true. And it's only normal to feel a bit skeptical. Just let me ask you this:

Would hearing more about this new method interest you if I virtually **guaranteed** it would save you months, even years of continued heartache and disappointment?

This will give you immediate Expert & Authority status while you continue building out your authority brand-voice...it's kinda like when you learn to play piano!

I remember when my 3 daughters were learning to play, they were learning all the basic theory and notes and playing "Mary Had a Little Lamb" and scales...man alive I needed those noise-cancelling headphones!!



But all of a sudden, the light switch would go off and they **EXPLODED** with progress and excitement!

What happened?

They learned a little song called "Little Indian Brave"!

AAAHHHHH...I can still hear it in my mind because it drove my Wife and I CRAAAZY! I hesitate to give you the link to listen to it but if you'd like to hear what I mean, [click here](#). From the short clip, I want you to imagine the song being played hundreds of times ....over.....and over....

But the **MAGIC** switch was flipped because this song taught them.... at just the right moment in their piano training (when they were getting bogged down in theory and boring scales), how to play a chord with one hand while playing the melody with the other...a song!

**DING!** The light bulb went off in their minds! They no longer felt that they were learning scales for no reason. They heard themselves playing a song that sounded...well...like a **SONG**, because it was! (as annoying as it was!)

So, the lesson here is that while you have months and months of work in front of you to develop your Expertise and Authority, I will teach you a shortcut that gives you IMMEDIATE results and an exciting shot-in-the-arm momentum for your brand that leverages the power of 1 new and revolutionary technique that allows you to have your expertise amplified to a position of prestige, NOW. Keep reading and you'll see exactly how they're pulling it off, and how you can too.

PLUS: I'll reveal the REAL reason why some of the more popular marketing approaches leave you worse off than they found you.

It's a reason very few "experts" talk about... yet it's one that every serious Entrepreneur or Sales Professional must get in order to succeed.

Just a word of warning: The Odds Are Against You Unless You Really Get This

I'm the furthest thing from a pessimist, but the numbers don't lie.

Are you aware that business advisor, Chet Holmes said: "Experts close three times as many deals as salespeople"? Or that business consultant, Dan Kennedy says: "Salespeople use brochures, Experts have a book"?

And as frightening as it may sound, a focus group study conducted by Real Strategic Group documented that when someone is referred to a business, 87% of the time the very next thing they do is go to Google to search for the business and owner's name they were referred! What do people see when they Google YOU? Merely your website link? Let's hope not!

You absolutely need an edge. A way of approaching things that helps you avoid becoming just another number inside a nightmare statistic.

### Why You Should Listen to Me

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 Coaches.

As the Authority Positioning Coach, I help Coaches/Consultants & Entrepreneurs break out of obscurity by amplifying their hidden expertise to a position of status & prestige to 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 to allow you to close more business easier and faster.

However, not too long ago, I was in your shoes. Believe me, I was a long way away from getting my email conversions & closing new sales much easier or attaining prestige and status.

What you're about to read is raw and unfiltered, and it isn't all roses. It is safe for work, but it's uncensored in the honesty department. I don't believe in sugarcoating the truth, but I do believe the lessons I learned along the way will save you months, even years of frustration.

Let me tell you a quick story about persevering through the Economic Crash of 2007...I was struggling with differentiating my services from the low-ball providers online who "seemed" like they did the same thing. I was getting more and more frustrated and worried that I could not provide for my family (Wife and 4 small kids)

You see, at the time I was trying to trying to build my marketing firm that I had started during my MBA studies, but the bottom fell out from under me when I lost the belief I had in myself to make a difference for my clients and their business

I couldn't communicate the message about my services clearly and confidently.

As you can imagine, I was in bad shape and desperate, but I wasn't ready to give up on my dream of being able to grow my marketing firm to support my family, but the problem was that I didn't know how to close new business faster and easier and I couldn't command higher fees because I didn't feel worthy of charging more

And that's when I knew I HAD to make a change.... and it really turned around for me once I discovered and started using what I'm sharing today...

**This Is What You Really Want... (Let's Be Honest)**

First, let's get clear on your #1 goal:

**You want to break out of obscurity which is holding you back from your prospects seeing you as the obvious choice. This results in more revenue for your business faster and easier than ever before.**

Now, you may also want to find a "Blue-Ocean" marketing strategy that works and hardly anyone else uses...and perhaps even experience a powerful mindset-shift and a huge gain self-confidence as well.

And if you're anything like me, you want to do ALL of this...

- while you inspire your friends and family... easier...
- while you enjoy the process...faster...
- and with a sense of style!

### **However, The Stakes Are Higher Than You Think**

Now, because I became a leading Authority that the industry looks to for advice, I am beyond confident that the tips I'll share today in this report will give you NEW HOPE and spectacular success when it comes to your marketing...and that by taking action, you can realize many of your business development dreams as well.

However, just know this: there are **serious consequences for not taking action**. Besides continuing on in the rut that you're in...it could lead to your highest value customers moving their business to your biggest competitor.

Now that's the worse-case scenario, and since neither of us wants that to happen to you, let's get you moving in the right direction...

### **My Life after Applying What You're About to Discover**

First, let me tell you how my story turned out:

My life totally changed for the better when an 'ah-ha' moment happened to me.

~I tried advertising online. That didn't work at all.

~I even tried joining the local chamber of commerce and leads groups, but that just plain stunk.

~Then I tried social media, and it worked a little better

And that's when I finally tried getting interviewed on a business radio show. And guess what? This time it worked

And that's when I realized it wasn't my fault! I was failing because of booking agencies who charge \$5,000 and up. No wonder I was struggling.

For years they wanted me to believe to build authority and expertise by getting interviewed on podcasts, radio shows and being seen in the media is too hard, time-consuming and expensive and hidden behind some mysterious veil of secrecy that only the elite players in the industry knew how to peek into

But when I figured out that it wasn't true, I was finally able to break out of their chains and get the results I deserved

The real problem are the agencies who charge \$5,000 and up. **THEY** were the ones keeping me from discovering how to close new business faster and easier because they had all the connections .

Once I realized I could get this PR and promotion done myself, that's when I started to understand how to close new business faster and easier really **FAST**

I used what I discovered to be able to:

- close larger contracts
- get invited to speak at events in front of my target audience
- invite high-level CEO's for a phone interview ...and they **ACCEPTED**.

These trials and ah-ha moments led me to a wonderful discovery: I didn't realize it when I started that not only does it simplify the process for how to close new business faster and easier, but it also helps you become a recognized expert in your field, **CRUSH** your competition by being viewed as the **TRUSTED AUTHORITY & EXPERT**, and land speaking engagements with other respected influential experts, so that your name also becomes synonymous with success.

And that's why I created the concept of the Authority Positioning Portfolio™ which includes my Authority Boost™ package.

This took months of focused effort and research to create and cost me tens-of thousands of dollars in expense, research and missed opportunities. But it was totally worth it!

It makes understanding how everything fits together to build out my Authority Positioning Portfolio™ so much easier!

What used to take me months and months of torture to research and write my ideas and publish blog posts and spin my wheels on social media, I can now get done less than 30 minutes.

So, believe me when I say: there's a lot of hope for you!

Now let me ask you something:

### **What Would Your Life Look Like If I Could Help You Erase Your Challenges?**

Would you enjoy being recognized and respected by peers, having a business development solution that does all of the sales, or even landing speaking engagements with other respected influential experts, so that your name also becomes synonymous with success?

These are dreams realized by so many of my Authority Positioning clients who become my friends... and I want the same for you.

I truly believe that by following my advice, you can build influence & expertise and open doors of opportunity for new business.

I can say that with quite a bit of confidence, because clients just like you are closing new business faster and easier than ever and attracting media attention.

And by their own words, they owe much of their success to the new approach I'll cover today.

First, make sure you...

### **RUN from these 3 Common Lies & Myths**

There is a ton of bad advice out there when it comes to having a business development solution that does all of the sales "heavy-lifting".

For starters, you may worry that even if you knew the blueprint to become a leading authority in your industry & separate yourself from the competitive noise...it would take way too much time.

It's a myth called the "Time-Deception Trap", and I used to buy into that lie myself.

However, the truth is I have a package that I execute for clients that just take 20 minutes of their time to build out 3 specific Authority Positioning Assets™.

And once you discard that mistaken belief, you may find that the popular myth of continuing to spend more money on the same tired old marketing hoping something will change also falls by the wayside.

Many folks I know bought into this one ...but the truth is your prospects are getting numb to these online marketing attempts to get their attention.

Another common myth in the marketing community is really a deal-breaker. You may fall victim to "the "Timidity Trap" which is where you feel that you cannot possibly be viewed as an expert...but the truth is you can be seen as having the same level of credibility as top influencers in your industry ...you just haven't amplified your expertise to the position of prestige needed to be seen as an Expert.

So how did all this misinformation get around? Some believe it's all thanks to the marketing industry at the root of it all.

Regardless, there is one universal truth when it comes to Authority Positioning...

## What's Truly Holding You Back?



If you want to know what's **really** holding you back from having a business development solution that does all of the sales "heavy-lifting" it's this:

### "Shiny Object Syndrome".

Shiny Object Syndrome (SOS) is more than a new idea that captures your imagination and attention. The insidious truth is that while you may feel it is harmless to just look around and be aware of what's out there, SOS gets you distracted from the bigger picture gives you permission to go off in tangents instead of remaining focused on your goal.

Executive Coach, Heather Gray says: "Whatever you call it, the concept is familiar to entrepreneurs: products, ideas, services, and conversations that effectively replace our plans and focus with doubts and second guessing. These are the things that make us pause and ask ourselves "Am I doing this right? Am I sure this is the best way? We fear that we don't know all the things. We worry that there is a better, more efficient way. We question whether or not we have really thought of everything. Let's call this by its less sexy name: Anxiety."

That's the moment that fear wins and we're off to the races with impulsive decision making and unfocused action.

Every time you enable new, fancy things to distract you, you are enabling your anxiety. You are allowing self-doubt to take hold. You are giving oxygen to self-limiting beliefs. You become attracted to those shiny objects because they are momentary distractions from your doubt and worry. That fear and doubt is so uncomfortable that we want to move away from it as soon as possible.

**SOS is bad enough for you as an entrepreneur...but guess what? Your clients and prospects have it too!**

The danger is that when you are putting your marketing out there, thinking it is going to reel in some great new clients and increase revenues back up, your target audience is getting distracted with all the Shiny Objects showing up in their FB news feed because they clicked on something related to your product yesterday and Facebook is re-targeting ads to them.

Or worse, yet, **YOUR COMPETITOR** is sending their ads to them based on their search activity!!

**The Effects Of "Shiny Object Syndrome" Are Often Very Serious...**

"Shiny Object Syndrome" can lead to far worse problems than realizing.

For example, it can lead to concerns like a pricing-structure that is set-in-stone...

...and that can really cause you distress as you never feel confident increasing pricing (even if your costs have gone up). But with an Authority Positioning Marketing Strategy, your perceived value is much higher: It is not only logical, but expected, that you would charge higher fees. You will attract more premium clientele, who will gladly pay these fees.

It can also lead to losing market share ...and this can be a serious problem because you aren't investing in a formal Authority Positioning campaign so you risk losing market share to well-organized competitors.

This may sound bleak, but believe me: there's a solid path to where you want to go. **Just keep reading and I will guide you!**

### **The Early Warning Signs Of "Shiny Object Syndrome"**

So what triggers "Shiny Object Syndrome"? Are there red flags you should pay attention to? And how can you spot it before it happens again?

For starters, you need to **pay attention** to Fear. When this happens, "Shiny Object Syndrome" is often just around the corner.

Fortunately, I have a way around it. I want you to help your prospects understand they need to put their fear aside and trust that you are the Educator and Advocate for their success; this can be achieved by getting interviewed on a few industry radio podcast shows so that you can use these Authority Positioning Assets™ to calm their fears.

Here's another "Shiny Object Syndrome" trigger: self-doubt.

This one can sneak up on you, but here's how to handle it: help your prospects overcome their own self-doubt in choosing a provider for their problem (this is you!) They focus on all those shiny objects which are NOT your product or service, because they are momentary distractions from their doubt and worry.

I want you to reach out to journalists in the media and watch for stories to comment on to get powerful "media mentions" working in your favor!

**Here's a tip: sign up for a free account at HARO.**

As helpful as these tips may be, they are not the ultimate solution. However, in order to convey the impact and power this can bring into your life, I first need to let you in on the backstory.

This is what laid the foundation that led me to discover a **permanent solution** to "Shiny Object Syndrome"...and a path to grow my business revenues that made all the difference in the world...

Another myth is that successful Entrepreneurs or Sales Professionals seem to worry that bringing in an Authority Marketing Coach will cost way too much money. It sounds reasonable, but it's simply a myth...and it's one holding you back from a solution that **actually works**:

### **After A Long Journey Filled with Trials And Errors I Finally Discovered What Actually Works!**

Are there common traits among the truly successful?

I analyzed the top performers in business from over **300** interviews on my podcast show "Influential Entrepreneurs" and believe it or not, this was a trait they all shared in common:

**=> they routinely will tell me that to succeed they surrounded themselves with people that were better than they were in specific areas. This allowed them to focus on their "highest and best use" of their time and work in their strength-zone..**

I noticed that the most successful Coaches, Consultants, Entrepreneurs or Sales Professionals were doing this consistently. Day-in, and day-out. Like clockwork.

At first this slipped by me. To be honest, I used to think I was a pretty savvy Entrepreneur or Sales Professional until I started role-modeling other folks who had this down.

And once I did, I never looked back. Within about 6 months or so, my entire outlook on Authority Positioning changed, and the success I had once struggled to find **finally found me**.

This experience left me with this **1 powerful truth**:

### **If You Truly Wish to Succeed You Must Leverage an "Authority Positioning Portfolio™"**

When I finally shared the concept of an Authority Positioning Portfolio™ with a small group of my customers and colleagues, the consensus was, "That's the answer. When we started using this approach, we desired to have our expertise amplified to a position of prestige."

So, what is it?

An Authority Positioning Portfolio™ is simply the collection of your Authority Positioning Assets™ which amplify your expertise to the position of prestige needed to be seen as an Expert. These assets include: radio podcast interviews, media mentions, book(s) customer reviews and more.

Let me unpack that a bit further for you:

I want you to imagine The Authority Positioning Portfolio™ as if it were a website designer's portfolio of work done. They could say "I build pretty websites" ....or they could say "Click here and scroll through my portfolio of work."

The portfolio brings their work to life, and so does your Authority Positioning Portfolio™

### **A Few Quick Tips for Starting with Authority Positioning Portfolio™**

I've discovered a few tactics along the way that help my customers get started applying Authority Positioning Portfolio™ to their Authority Positioning goals.

#### Here's my first tip:

You can subscribe to Radio Guest List ( [www.radioguestlist.com](http://www.radioguestlist.com) ) and get notified of podcasters looking for guests in your area of expertise.

Here's another tip my customers find helpful:

You can use your Authority Positioning Portfolio™ to begin opening more doors to closing more business (easily & quickly!).

There's also another way of approaching Authority Positioning that can work, but it's not one that works as consistently as Authority Positioning Portfolio™:

Write a book that covers your entire strategy for the solution you provide to your target audience's most pressing problem because the #1 marketing tool to grow a brand and business is a book. It gives you immediate credibility.

Of course the draw-back is pretty obvious, right?

The time and skill it takes to pull it off....heck most entrepreneurs tell me they can't write a good blog post much less a book! (For my Elite clients I solve this for them with my proprietary 3-Hour "Authority Suite" Package where I help them

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become an Amazon bestselling author without writing a word and in only 3 hours of their time.)

### **So What Do You Do Next?**

These tips, as solid as they are, just are not enough to really get you closing new business faster and easier than ever and discovering a unique way to stand out and become the "obvious choice".

That requires **one more important step.**

Let me share how I came up with what many an Entrepreneur or Sales Professional calls "**the definite system**" for maximizing Authority Positioning Portfolio™.

Here's the story:

Success leaves clues. That's why I've spent over 7 years after completing my MBA in Marketing perfecting a precise & proven system for building Authority and Expertise.

This led to a breakthrough; the premiere system to help entrepreneurs break out of obscurity that quickly delivers a simple solution that does all of the sales and business development "heavy-lifting" for them.

It does it all ...and all without spending weeks or months, in fact you'll only need between **20-60 minutes TOTAL** time (depending on the strategy you select)... and on top of that, it's a plan that just about every Entrepreneur or Sales Professional who has tried it finds remarkable, astounding, and elite...

### **Introducing The Authority Boost™ Bundle**

The Authority Boost™ is a **100%** hands-free done-for-you service that will only take a **COMBINED TOTAL** of 60 minutes of your time over the course of the next 12 weeks that is virtually fast tracks you to applying Authority Positioning Portfolio™ in a way that's enjoyable as it is effective.

Here's what you can look forward to experiencing with The Authority Boost™:

- **You can** effortlessly prevent your highest value customers from moving their business to your biggest competitor without the need to be "pushy or confrontational"...
- **You can** easily close new business faster and easier without learning corny sales closing scripts...while effortlessly receiving high-quality referrals...
- **You can** rapidly become a leading Authority that the industry looks to for advice without worrying about coming across cocky...

I'm sure you're wondering if The Authority Boost™ can work for you, even if you think you've tried just about everything when it comes to marketing

Well, let me set your mind at ease:

During the years I spent looking for the TRUTH...

...years studying the most case studies I could find...

...years spent honing, testing, re-testing, and perfecting The Authority Boost™ to make sure it was as flexible as it is powerful...

**...I hit pay dirt.**

By standing on the shoulders of giants (and thanks to some of my own unique insights), you now have at your fingertips what hundreds of Entrepreneurs or Sales Professionals hail as **the best system they have ever come across** when it comes to working "against all odds".

The Authority Boost™ can work for you when virtually nothing else will.

And it works **so consistently** for other Entrepreneurs or Sales Professionals like you, it's considered by many to be "Success Insurance" when it comes to having a business development solution that does all of the sales "heavy-lifting".

In a moment, you'll meet just a few of these success stories... just know this for now: the Authority Boost™ really is a system for marketing can work for literally **anyone**...even if you've tried many other marketing initiatives that just did not work out like you thought...or even if you're starting completely from scratch...

...and get this:

Even if you have very little time, The Authority Boost™ can still deliver results that can help you establish strong credibility in the market while becoming a leading Authority that the industry looks to for advice – at the same time.

### **Measurable Results You Can Count On**

So, what can you expect in the way of results... and how fast can you expect to see them?

Results come fast, beginning in as little as 2 weeks, you'll be amazed to see that you start to have Authority Positioning Assets™ being created for you.

#### **Asset #1**

Full-length feature interview on my show on Business Innovators Radio (up to 30 min).

Here is the link to my show archives: <http://marketinghuddle.com/radioshow>

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.

I will craft interview questions to focus on telling your story and attracting your ideal prospects to your business. This interview is syndicated to iTunes, Stitcher, Spreaker and iHeart Radio. It is also converted to an MP4 file and syndicated to YouTube.

**\*The Bundle provides 3 interviews over the next 3 months\***

#### **Asset #2**

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 Bundle provides 3 media campaigns over the next 3 months\***

### Asset #3

Professional Review Branding Commercial. Here is a link to an example:

[https://youtu.be/B3x\\_YWwKmRQ](https://youtu.be/B3x_YWwKmRQ)

You will be given licensing rights to use the radio show interview and video commercial on your website and social media platforms.

You will benefit from this because video promotion is critical today to engage your target market. Research shows that having a video on your home page of your website connects with your visitor better than text alone.

**\*The Bundle provides 3 Review Branding Commercials produced for you over the next 3 months\***

Your progress continues over the following 3 months as you begin to see your Authority Positioning Assets™ gaining more and more widespread distribution and recognition...

...and it just keeps getting **better**...as you settle fully into the system and experience the little-known benefit of establishing powerful authority positioning: the MASSIVE shift in your MINDSET as you begin seeing your Authority Positioning Portfolio™ come to life and working for you.

That is the Authority Positioning success **you absolutely deserve** and will finally:

--> **Let you exponentially grow your business and your influence!**

--> **Empower you to realistically grow your business revenues!**

--> **Deliver you a way to systematically get new business faster and easier than ever!**

--> **Powerfully guide you into expand your expertise as a leading Authority that the industry looks to for advice!**

--> **Quickly decode the best way for you to see your expertise amplified to a position of prestige!**

And please, don't just take my word for it...

## The Reviews Are In, And the Results Speak for Themselves

Here are just a few of the near-countless testimonials I could share with you regarding The Brand Boost, and the **consistent results** it delivers for Entrepreneurs or Sales Professionals of all ages and experience levels...

"Mike has a wealth of resources customized to meet your marketing and branding needs. Results are immediate and he offers advice on continuing plan. Mike Saunders is a marketing expert and has a comprehensive system of resources and paths to meet your organization's needs. He shows a true interest to help your business."

~Judy Perez

"That was a Great interview! Mike Saunders has a talent for bringing the best out of his guests. I felt my interview with him was no exception."

~Jeffrey Lipsius

"When your business gets to the point where you need to differentiate yourself and bring a level of authority and credibility to your brand, Mike is the one who can help you do just that! Thanks, Mike!"

~Carolyn Miller

And the list goes on and on...

## Backed by An Industry-Leading "Results-Or-Else" Guarantee

Look, the truth is simple:

I refuse to take a penny from you unless I can really help you become a Recognized Expert In your field. It's only fair to you that The Brand Boost not only meets the promises I've made...

...I insist that it **exceeds your every expectation.**

That's why The Authority Boost™ is backed by a rock-solid 90-day guarantee so you know that I fully have your back.

If you're not absolutely thrilled with the Authority Boost™ Bundle for ANY reason, simply contact me within 90 days and I'll happily allow you to apply the FULL amount you paid to my 3-Hour Authority™ System where me and my Team will help you become an Amazon bestselling author without writing a word and in only 3 hours of your time.

Here's a quick Authority Boost™ success story from a recent client:

**Take a look when people Google “[Jesse Miller Integrity Enterprises](#)” ...multiple spots on Google page #1 from the Authority Positioning Assets™ I created for him!!**

### **I Want To Give You a \$500 Bonus Just For Taking Action Today**

First, I'd like you to have **SEO Optimization of your interview and media campaign**. This has a retail value of \$500, but it's yours FREE by taking action now.

One day I was reviewing my interview archives and I Googled a previous guests' name and business.

(I was actually testing some research I came across where it was proven that when someone hears of a business, 87% of the time they immediately do a Google search to learn more and look for reviews.)

Well it turns out that the Business Innovator's Radio platform is getting so well-respected that Google has really been taking notice, so when I searched that interview guest....lo and behold, their interview was smack dab on page #1 of Google!

So I searched another and another and guess what, same thing....they were all getting top Google positioning.

This SEO Optimization package will make sure that when your target audience searches you and your company, they see your powerful Authority Positioning Assets™.

Next, you'll receive a complimentary copy of my book that America's #1 Sales Trainer, Tom Hopkins, endorsed: Authority Selling™ and when it launched on Amazon it hit #1 in Entrepreneurship & Small Business and #8 in Business and Money!

You will get specific tips and tricks on applying this strategy in your business to get the best results in the shortest amount of time.

There's one simple reason for the MAJOR SHIFT that happened in marketing... Everybody's doing it! If you just use the same old marketing techniques as the average Joe or Jane, how can you expect to get better than average results?

You must CRUSH your competition by being the TRUSTED AUTHORITY & EXPERT.

Believe me:

If I decide to sell The Authority Boost™ for what it's truly worth—\$2,500—you'd walk away with an absolutely stellar bargain.

When you consider the time-saving benefits, plus the fact that there is not another system like it on the planet, even that price is like giving you a GIFT.

**By visiting [this page](#) you'll see 4 options to choose from that will fit your goals and budget.**

### **A Special Time in History**

We truly live in remarkable times.

The secrets and tactics found within The Authority Boost™ may have its roots in Entrepreneur role models from generations ago, it was only recently that these strategies were made available to the world.

And to be frank, it took a LOT of hard work, trial and error, and painful lessons learned...

...heavy lifting you no longer need to do for yourself.

Here's why:

### **I've Done All the Hard Work For You**

What you need to do is ACT. That's the one thing I cannot do for you.

I wish I could, but only you have that right.

And it is a right. Your right to **choose**.

And right now, that choice is sitting in your lap.

You can choose to continue on the path you're taking now. It's one filled with months, years, even decades of heartache and back-breaking labor.

Of reinventing the wheel. Losing ground. Losing time.

Think about it:

**How Much Is TIME Worth to You?**

If I could save you **EVEN A DAY** of time in your pursuit to become a Recognized Expert In your field, wouldn't that day be worth a small investment to you?

Of course it would. How precious are your moments, after all?

That's why I'm more than confident you'll take the **only smart path you can take today.**

You'll decide to give The Authority Boost™ a fair shot.

Today marks your turning point, and I'm thrilled to be a part of it.

Yours in Authority Positioning success,



**P.S.** Just in case you have a few more questions about The Authority Boost™, I've compiled a list of the most commonly-asked questions below...

***I just don't think of myself as an expert***

Don't worry, you can be seen as having the same level of credibility as top influencers in your industry ...you just haven't amplified your expertise to the position of prestige needed to be seen as an Expert. Working together we will build your Authority Positioning Assets™ out so that your target audience (as well as yourself!) view you as a trusted advisor

***I worry that bringing in an Authority Marketing Coach will cost way too much money***

Taking into consideration potential tax benefits of a marketing package to deduct as a possible business expense, as well as the Opportunity Cost of attempting to do it on your own (and diverting attention from other critical business initiatives), this is a wise move. There are various levels of investment based on depth and frequency, but please understand that the investment is well worth it.

***I am so busy I barely have time for lunch, won't this take a lot of my time?***

I feel your pain! Rest assured, my Team and I can come to your rescue and provide a "done-for-you" Authority Positioning package that takes as little as 20-30 minutes of your time.

***Don't I need vast amounts of knowledge and experience to be qualified as an "Expert"?***

No. When you care about your target audience and become an Educator and Advocate for their success, the amount of knowledge and experience you currently have is plenty!