

"An amazingly helpful guide that will position your company as the authority in your industry. It's worked for me and countless others... and can work for you as well."

Joe Pulizzi *Founder, Content Marketing Institute & Author, Content Inc.*

AUTHORITY CONTENT

**The Simple System For Building
Your Brand, Sales, & Credibility**

David Jenyns

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**THE SIMPLE SYSTEM FOR BUILDING
YOUR BRAND, SALES, & CREDIBILITY**

By David Jenyns

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Whilst the author has used his best efforts in the researching and writing of this book, he makes no representations or warranties with respect to the accuracy or completeness of its contents.

Printed in Victoria, Australia.

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First edition.

Cover Design: Igor Vasic

Interior Design: Susan Cooper

ISBN: 978-0-646-95564-3

A special thanks to...

Carrolyn, Nathaniel, Elaine, Melissa, Sally, Adrian, Mark, Adam, Timbo, Steve, Mike, Troy, Pete, Jen, Nik, Andrew, Brent, Dale, Ed, Greg, Nic, Stuart, Emma, Warrick, Brad, Antony, Cosi, Helen, Brian, Ari, Conrad, Rand, Jen, Mark, Yanik, Steve, Rakhal, Darren, Ken, Yaro, Gideon, Leslie, Nick, James, Luke, Erik, Jake, Adam, Anthony, John, Dorothy, Damien, Evan, Anne, Ken, Scott, Nick, Leslie, Anthony, Ben, Evan, Eric, Dori, Jake, Damien, Dan, Conrad, David, Declan, Charles, Keith, Erik, James, Eugene, Kylie, Laura, Shane, Samuel, Sasha, Raul, Nathan, Jeff, Mark, Jonathan, Donal, Perry, Brendon, Russell, Tim, Louise, the Melbourne SEO & Video team and our awesome clients.

What have people been saying about Authority Content?

If you are looking to build your expert positioning within your industry, 'Authority Content' will show you the way. One of the best marketing books I've read in a very long time.
Joe Vitale, author of The Awakened Millionaire and Hypnotic Writing

As Tony Robbins says, "Ask a better question and you'll get a better answer." Authority Content forces you to ask the important, difficult questions about your content marketing strategy, and because of this, it helps you get to the core of how to accomplish what you really want with your marketing.

Stephan Spencer, co-author of The Art of SEO, co-author of Social eCommerce and author of Google Power Search

I spent years thinking I had a good marketing strategy until Dave taught me the Authority Content model. It has catapulted me into "Authority" status and the growth of my business has followed suit. This is a game changer and comes with actual practical things to do, rather than just a whole lot of bloated theory.

Troy Dean, founder of WP Elevation

David Jenyns really is the authority on content - and this book proves it. Smart, totally relevant and immeasurably practical, 'Authority Content' is a book of great value.

Andrew Griffiths, Australia's #1 Small Business Author

In an ever increasing noisy world of marketing promotions and content it is only becoming more and more difficult to get your brand seen and heard by potential clients and customers. In this

book Dave will show you the secret weapon on how to actually cut through all the noise and CRUSH it in business. I've seen him to do it time and time again, and there is a strong reason everyone knows him as the go to SEO guy. One word. AUTHORITY.

Nathan Chan, publisher of Foundr Magazine

Despite the ever changing nature of online marketing, the constructs found in Authority Content will stand the test of time. David Jenyns wisely takes a holistic approach to marketing rather than chasing the latest shiny object.

Erik Qualman, #1 Bestselling & Pulitzer Prize Nominated Author

I whole heartedly believe in the principles of this book. It has taken me from zero to a multiple seven figure business. Now it's your turn to discover how to use Authority Content to transform your business and personal success.

Dale Beaumont, founder & CEO of Business Blueprint

Powerful info for business owners looking for a strategic marketing advantage without a big budget. Helps you gain and maintain attention, engagement and trust.

Jonathan Mizel, founder of Email Traffic Academy

If you are trying to market a business online without being an authority in your niche, you're just wasting your time. In this quick, but information packed read, David explains his approach to creating authority, why it works, and the simple action steps any business owner can take right now to make it happen. His definition of "Authority Content" (see page 19) is very much what we teach as well and his story-based presentation style makes for an easy and enjoyable read. For the newcomer or anyone struggling

with marketing, this book is a must read, but even if you are already doing Content Marketing or Inbound Marketing, the couple hours it will take to read this book is well worth your time.

Leslie Rohde, co-founder of The Marketer's Braintrust

Dave has built a fantastic system to help almost anyone in any industry rise above the masses & get attention... possibly the greatest commodity in today's busy world. Dave's a deep-thinker, a fanatical implementer & a great friend. Read this book. It will change how you look at your brand & your business.

Mike Rhodes, founder of WebSavvy, PPCsavvy & AgencySavvy

There's never been a better time to market your business. Authority Content is living proof of that. Read it. Do it.

Tim Reid, host of The Small Business Big Marketing Show

Content has always been the best form of marketing. Jay Abraham called it 'preselling' well before the advent of the internet. Jenyns has defined it for a new generation of business owners, as a driver of web-traffic, as a tool to capture leads, as a mechanism for delivering exceptional customer service.

James Tuckerman, publisher of Anthill Magazine

Every single marketing effort I've made in the last 5 years has been to achieve one thing, authority. Using content marketing, I've managed to do that and launch a string of successful companies from online services, to memberships to local bricks and mortar businesses. There's always been a lot of noise in the SEO world, but as Dave Jenyns points out in 'Authority Content', focusing on producing quality content and building authority is one that never gets old. If you want to build your authority, your trust, reputation

and your Google Rankings, Authority Content is where it's at.
Dan Norris, co-founder WPcurve

I've known and watched David's work for years and can confirm, he's better than the real deal and someone "I" follow and have learned a ton from through the years! Authority Content is extremely well thought out, proven and perhaps his best work. You're going to love it.

Dori Friend, founder SEO Nitro

One of the most refreshing marketing books I've read in a long time. Clear, concise, actionable and useful for anyone who markets online.

Bart Baggett, author of Success Secrets of the Rich and Happy.

The web changes all the time. The trick is to know where it's heading and be positioned ahead of the curve. David Jenyns has done exactly that with Authority Content. This is modern SEO at its very finest. It changes the way you think and behave about content and search. It's a must read for any digital marketer or business owner marketing online.

Greg Cassar, CEO of Collective.com.au

David Jenyns has long been one of my go-to contacts for advice on content marketing, especially anything to do with video and search engine optimisation. I was so pleased to see he has taken his knowledge and experience helping clients and created this ground-breaking book on Authority Content. If you're looking to attract customers to your online business and become a leading authority online, this is a must-read.

Yaro Starak, founder of Entrepreneurs-Journey.com

David Jenyns is one sharp marketer. Do yourself a favour, read this book from cover to cover and take massive action - you'll thank me later!

Adam Houlihan, author of Social Media Secret Sauce & The LinkedIn Playbook.

I know authority content works because I've seen it first hand. David runs a smooth operation from recording workshops, to turning them into products, to sharing the content around the web. This isn't a theoretical book - Authority Content is a proven recipe for building maximum trust in minimum time. Every business owner should be applying this system.

Chris Mosely founder of The Cluster Co Working Space

Authority Content is not a book about content or authority! Finally, a book with a systemic step-by-step process about how to establish your reputation and trust with your market. Remember, your authority follows a power law... a very small select group get all of the spoils of reputation. Use this book to dramatically increase your odds of being in this small group.

Nikesh Thakorlal, founder of ArchitectureOfPersuasion.com

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INTRODUCTION

Most marketing and business related books don't age well.

There's the occasional exception though, such as "Ogilvy on Advertising", which is a classic. But for the most part, books that teach any kind of marketing or advertising tactics tend to have a relatively short shelf life.

The reason is that technology, culture and life move fast. An effective tactic today can and will (more often than not), be totally ineffectual in a remarkably short period of time.

This small window of opportunity matters to me and it should matter to you. There's an "expiry date" on a lot of the material you read and, unless quickly implemented, you won't even move the needle on your business's bottom line.

In saying that, there's nothing wrong with writing a book that's relevant for a couple of years before disappearing into obscurity. You can still help a lot of people that way, but that short-term thinking has never been my style.

Looking back at the businesses I've built over the past 15 years, I've demonstrated a consistent approach to developing and teaching strategies that are capable of withstanding the test of time. I figure that if I'm going to do something, I might as well make it evergreen.

So, when I sat down to write this book, I asked myself, "What

would it take to write a marketing book that will still be just as relevant in five or ten years' time as it is today?"

The core marketing strategy that I employ today has evolved to stay in line with the maturing of the Internet and has been gradually refined to become even more effective. But it's still based on the same principles that I discovered (almost accidentally) and found to be effective so many years ago.

I say "accidentally", not because I was randomly putting things online until something finally worked, but because the system I first created just seemed to be the sensible way to grow my business and spread the word about our products and services. I eventually dubbed this system "Authority Content". It's only looking back at that coincidence now that I can say "Wow! The implementation of this method was really the turning point for my business and my marketing abilities."

While other marketers, especially those in the Search Engine Optimisation (SEO) space, had to keep on totally overhauling their approach to cope with changes in the marketplace, my system never seemed to need more than the occasional tweak to keep powering forward.

If anything, Authority Content has become more effective over time. In short, it's a powerful marketing strategy that establishes you and your business as the authority in your industry – systematically and predictably.

So, with that knowledge, why couldn't I write a book that can withstand the test of time too?

That's what I want for you and your business. I want to provide you with a marketing strategy that will serve you today, tomorrow and for years to come. Having to constantly alter your approach every time the 'wind changes' is expensive and wearisome. By the time you've finished reading this book, you will have a marketing strategy that you can tailor to your specific business and industry – and it will work for a lifetime.

I can say this, because I've proven it to be hugely profitable for our clients, my students and myself. And I believe Authority Content will work for you too.

Be sure to take the time to absorb this information properly. Much of the second half of this book describes the practical steps I recommend, but resist the temptation to skip over the first half and dive straight into the tactics. It's crucial you understand exactly what Authority Content is and how it differs from the regular flavours of SEO, video and content marketing.

It's only by grasping the core concepts of Authority Content that you'll be able to create a bullet-proof marketing machine that won't crumble the first time a popular social media site loses traction or Google updates its algorithm.

So, what can you expect to find once you've turned the page? In a word: "everything". I'm giving you the entire strategy from start to finish, step by step, with nothing left out. I'm not the kind of guy who gives useful but incomplete information, like many other marketers do. I'm not going to be satisfied with just giving you the broad brush strokes. That just isn't the way I operate, and frankly, Authority Content won't work unless you have the entire picture. Although the strategy can be applied to any market, the precise

implementation is always going to vary slightly – depending on your target market, product, service and objectives.

In fact, it's important to take this methodology, tweak it and make it your own. In this way you'll take ownership and make it work for you.

A common mistake I frequently observed in the stock market field that I used to work in was that people would be looking for the perfect trading system. Often referred to as the “Holy Grail,” this system would tell them exactly when to buy and when to sell to make maximum profit every time. They were looking for a magic bullet to wealth. They'd go in search for this system and spend many thousands of dollars on books, courses and events and yet still fail to find what they were looking for. These people would then blame the strategy, then the teachers and eventually give up.

What they failed to realise is that there is no “push button” system for anything worthwhile. To make a success of any strategy, you need to learn the fundamentals, the underlying principles and how to adjust the approach to suit your situation.

What you'll find within the following pages are the fundamentals; the principles of how to market your products/services until your business becomes the market leader. This will take work – there are no short cuts – but trust me, the rewards are worth it. Turn this page only when you're prepared to learn Authority Content from start to finish.

Relax, this is a one-time exercise. Once Authority Content is burned into your brain, you'll have everything you need to

implement it. Then adjust the sails as the winds change and enjoy an unstoppable flow of traffic, increased conversion rates and the coveted position of being recognised as an authority in your industry. Relax, this is a one-time exercise. Once Authority Content is burned into your brain, you'll have everything you need to implement it. Then adjust the sails as the winds change and enjoy an unstoppable flow of traffic, increased conversion rates and the coveted position of being recognised as an authority in your industry.

01. PREDICTING THE FUTURE

This is the part of the book that, if I'm not careful, could date faster than any other section.

It's important we talk about how the Internet as a medium has changed over the years and how the ways in which people interact with it are altering. But there's almost nothing I can say about how the Internet currently operates that doesn't risk becoming outdated by the time you read this book.

I could try to offset this problem by throwing in a few predictions, but I'm not Nostradamus and I prefer to focus on fundamental truths. The rate of change in technology and online advancement has now increased to a point where it's actually quite risky to gamble on the short-term. And the Internet is littered with enough comments from astute individuals who got it very, very wrong.

- Thomas Watson, chairman of IBM, was quoted in 1943 as saying "I think there is a world market for maybe five computers." He couldn't have been more wrong and he was considered someone in the know.

- An author by the name of Clifford Stoll wrote an article in the mid-90s mocking the idea that people would ever want to buy stuff online. His arguments seem so blinkered and old-fashioned that it almost comes across as a comedy piece. Yet, at the time he wrote his essay, his findings sounded reasonable.¹
- And, perhaps my favourite, in 1997, former *Microsoft* CEO, Nathan Myhrvold, said words to the effect that *Apple*, as a profitable business, was as good as dead. Maybe that one was just wishful thinking but, again, these were words from someone with knowledge and expertise in his market, but he was as incapable as just about everyone else in consistently and accurately predicting the future.

Predicting the future is a gamble and I don't gamble.

Little wonder then, that trying to figure out what sites and activities will be popular online next year is like trying to guess who's going to top the music charts in ten years' time. You could make a guess, and you might by fluke pick the right answer, but it's more likely that it'll be some new band that doesn't even exist yet.

The only thing I can say about the Internet that won't be out of date in a few weeks or months, and as clichéd as it seems, is ...

“The Internet will evolve and it's going to keep on evolving.”

I'm confident that whether you're reading this chapter in a few months, a few years, or even perhaps a few decades after it was written, that statement will continue to be true.

Except for cats. The Internet will always be about cats².

Are You SURE You're Evolving?

The key point is that the unpredictability of Internet development is the only predictable thing about it. Which is why the “evolve or die” maxim continues to dominate in business and marketing circles. The need for a business to move and adjust with the times just to survive has always been true, but never on the scale that we've seen since the dawn of the Internet age.

Based on Moore's law, defined in the 1960s, Intel executive David House forecast that computer processing speed and power would double every 18 months. This forecast has held more or less true for almost 40 years in that industry and helps to explain the exponential growth in technology and why businesses must evolve simply to maintain the status quo.

But here's the real problem: too many businesses THINK they're evolving.

Moving with the times means adjusting your approach to suit the changing needs and attitudes of the market. Yet what most businesses do is create something that capitalises on current opportunities working in the here and now, and then totally demolish that approach when a new opportunity presents itself—starting all over again from scratch.

That's an opportunity seeker mentality and it's crazy. It would be like a business pumping time and money into developing a call centre, developing scripts and processes and then abandoning it

² Cats are the ultimate Internet meme.

after a year in favour of email marketing. Then, after investing heavily in this new approach, giving up on the concept and giving Google Adwords a go, only to give this up after a year, replacing that with search engine optimisation (SEO).

This type of thinking isn't evolution, it's slash and burn. It's a colossal waste of time and money and it places a huge strain on businesses, their owners and everyone who works for them.

But hang on. I've just laboured the point that the Internet changes rapidly. If not "slash and burn", what other choice is there to move with the times?

The other choice is to be a little more strategic in your thinking. Ask yourself, what does each new generation of Internet marketing have in common? Then, having identified the connection, develop a core strategy that will continue to work, despite unforeseen changes, with only a few minor adjustments to your tactics.

That's how business evolution is supposed to work. It's almost as if the speed at which the Internet develops has made everyone dizzy and caused them to lose focus on their overall objectives.

Google Still Exists, Right?

So, where do we start? How do we get that big picture view that allows us to make long-term plans that we don't have to completely abandon and redevelop every few months?

Let's start with Google.

Yes, I'm assuming Google still exists as you read this. There's always the possibility that Google will cease to exist at some point in the future, but it will inevitably be replaced by another company that gains the lion's share of users' attention.

Whether it's Facebook, YouTube or another platform, the thought process is the same. These companies gain the commitment of a large user base by offering free use of their platform in order to improve their users' online experience. Their primary focus is to serve the user and give them an experience they'll keep coming back for.

As their audience grows, they now have the eyeballs, and these platforms seek to monetise the attention by selling advertising space (in many different forms) to marketers and business owners like you and me.

So, although I'm going to be talking about Google a lot in this book, feel free to replace that name with whatever platform is current in your time and most relevant to your market.

But, anyway, as I was saying... it all starts with Google and, for the past decade or so, this has always been true.

Why? Because Google has the attention of a very large audience. The volume of people who pass through their sites (and I'm including their search engine, YouTube, Google Maps, Gmail and any other of the dozens of sites they operate) is mind-boggling and it's only natural that commercial entities want exposure to those eyeballs.

As you can imagine, appearing at the top of Google's organic

search listing alone, for particularly valuable search terms, can be worth millions, if not hundreds of millions of dollars of revenue (literally). It makes sense when you consider how many eyeballs are watching Google. So it's no surprise that so many businesses, from the one-person outfit operating out of a garage to the international businesses with offices on every continent, have at least some interest in being noticed by Google to help serve up more customers.

Of course, this is easier said than done. Google has a limited amount of space on its search results pages and competition is fierce. As with most new media, in the early days, it used to be possible to find untapped, profitable niches and dominate them simply by virtue of being the only player in the space. However, windows of opportunities like that remain open for only a short space of time and now few, if any, of those niches remain.

To that challenge you can add Google's continuous refinement of its algorithm³. Its ability to change and adjust how it chooses which sites to rank is speeding up, and many who rely on traditional SEO for their traffic have to change tactics at an ever faster rate just to keep up. In many cases those chasing the algorithm have seen the bulk of their Google rankings wiped out in the space of weeks or even days with a single update.

Some bounce back, but it's getting harder and harder to manipulate the system. This is a classic example of how a business has to slash and burn its old tactics to find entirely new ones - rather than evolving and building on a solid foundation.

That doesn't mean SEO is a fool's errand; it simply means that

³ A search engine's algorithm is the formula it uses to assess each web page and determine the keywords it should rank for, as well as the position in which it should rank each page.

many people's approach to SEO is the same as their approach to marketing in general: Short-term and opportunistic, rather than long-term and strategic.

There are only so many times any business can afford the time and cost needed to rebuild.

It's All About The Customers

Despite some people's assertion that SEO is doomed and Google wants to stamp it out, SEO is still an effective and profitable approach to traffic and lead generation. It's just that SEO isn't just about SEO anymore – SEO as a discipline has expanded to encompass so much more than just the traditional keywords and links. In many ways Authority Content can be described as a form of modern SEO. But it's such a different approach to the discipline that it requires a complete change in our thinking.

We must begin by reminding ourselves why we're tackling SEO in the first place. We don't aim to rank well for a specific keyword as if it's a badge of honour we can wear to parties. We aim to rank well so we can generate more traffic and get our products and services in front of more prospects and hopefully convert them to customers.

Customers: Remember them? They're the people we're aiming to serve. They're the people whose lives we believe we can improve with our product or service. SEO is not the endgame; SEO is just the method we use to help our business get maximum exposure.

Don't fall into the trap that many business owners do and become

obsessed with the number of rankings and backlinks. Go back to the fundamentals and remember, “Why are you in business and whom are you looking to serve?” When we come to the practical elements of Authority Content, remembering who you’re looking to serve is going to vastly improve your long-term success and have you focusing on what matters most.

You absolutely can serve the market better and improve Google’s opinion of your website at the same time – but it always starts by focusing first on your clients. In fact, in my view, this is the **ONLY** truly effective, long-term approach.

The REAL Reason Google Exists

Believe it or not, Google’s goals are the same as yours. Yes, the same as yours! They are not, as you might suspect, trying to ruin your SEO plans. Google’s primary objective is to deliver the best and most relevant search results and in so doing, improve the service for their users.

Okay yes, now that they’re a listed company, providing a return for their investors is probably their true primary goal. But achieving their financial targets is also tied up with being the best at delivering relevance. When someone visits a Google site and performs any kind of search, Google aims to understand what the person is looking for and then deliver the best answer it can find in the least number of clicks. Google’s initial rise to fame was built on the back of this idea and in many ways, these fundamentals have remained the same. Google just keeps refining and improving their search technology.

None of this information about Google is likely to be a revelation to you, but if you've ever struggled with SEO or lost significant rankings after a Google update, it's probably because you forgot what Google is trying to do. When Google updates its algorithm, it's not doing it to make life hard for you, it's doing it to improve the experience of its visitors.

Never forget, Google doesn't exist to serve businesses. Google exists to serve its users.

It's a subtle difference but an important one nonetheless.

Let's consider a really obvious example. Once upon a time, Google's algorithm heavily weighted the importance of backlinks. It was possible to generate lots and lots of incoming links to your site containing specific keywords and Google would then rank your website well for those keywords. If your website was about repairing boats and you created loads of incoming links that used the text "repairing boats", your Google rankings improved for those search terms.

Then people identified the loophole and started to abuse this system. They spent huge amounts of time (and money) generating as many links as possible containing the keywords they wanted to rank for. It became possible for even poor quality sites, with little or no relevant content, to rank quite well using almost nothing but this strategy. If this had been left unchecked, eventually the quality of Google's search results would have been compromised and its ability to deliver relevant results would have been harmed.

So, Google updated its algorithm and if a site received an unusually high proportion of links containing the same keyword, this was

deemed “unnatural”. As a result, the benefit of many such links was discounted and in some cases, Google even penalised sites. Suddenly, generating scores of incoming links containing specific keywords was no longer enough to gain solid search engine rankings. The businesses that relied on this system for generating traffic had to scramble to update their backlink profile and create more links, with a greater variety of keywords.

But here’s the interesting thing...

The websites that had lots of incoming links that were generated naturally by, for example, people linking to the website because they liked it, didn’t lose ground. In fact, in most cases they moved up the rankings. The incoming links had a natural variety to the keywords in the links and so were largely unaffected by Google’s update.

Think about what that means for a moment.

Websites where the owners spent massive amounts of time creating artificial links moved down in the search engine results. Websites that were popular because they had great content, moved up in the search engine results. Can you see how that fits into Google’s prime directive? Google wants its search engine results to be full of sites that are popular for having great content – not businesses that have figured out how to game the system.

So the businesses that lost their rankings had two choices. They could either look for a new loophole to exploit and hope that Google wouldn’t notice, or they could take a step back and figure out what Google is trying to accomplish... and then align their goals with Google’s.

Basing a business model on a Google loophole is like building a house on the beach. It's only a matter of time before the tide comes in and washes it away. Focus on offering your customers and prospects a high quality experience and then suddenly life becomes a lot easier. Best of all, as Google's algorithm is refined, obtaining and retaining strong search engine rankings becomes easier, rather than progressively harder.

I don't know about you, but taking on Google and its army of world-class genius minds sounds like a suicide mission to me. If you can't beat them, join them.

Chapter 1 Exercise

- Take a few moments to review your company's mission statement (you do have one, right?) and consider how much of your marketing is truly aligned with your primary objectives.

If you don't yet have a mission statement, complete the following sentence:

We help *<insert target market and their problem>* by *<insert your solution>* so that they can *<insert your biggest benefit>*.

For example, systemHUB.com's would be:

We help small and medium sized business owners remove themselves from the day-to-day operations of their business by systematising their core processes and storing them in the cloud so that they can build a profitable business that works without them.

- Spend 20 minutes surfing on Google, and note how hard they're working to find smarter and faster ways to improve your experience and deliver great search results. Think about how you've seen Google evolve.
-

02. FINDING UNLIKELY SUCCESS (& REPLICATING IT)

It's 24th May 2003, and I'm in Melbourne. I'm shaking like a leaf while the room next door slowly fills up with people who have come to hear me present on the topic of using *Metastock*, a stock market charting software package. It was my first time speaking in public and I now know why people fear it more than death.

This wasn't exactly where I expected to be, just a few years after leaving school, but it turned out to be the beginning of my entrepreneurial journey, and the genesis of Authority Content.

I had decided against going to university when I left school and instead took out a \$5k loan to complete a weekend-long stock-trading course that promised to make me a millionaire. I figured it was pointless to go to university for years to learn how to make money when I could just go straight to where I knew the money already was: the stock market.

Of course, I quickly learned that, in order to make money in the stock market, you needed to have some money to begin with. A \$5k debt, living with my mum in a two-bedroom flat and stacking shelves in a supermarket wasn't going to cut it.

At the time I was heavily using *Metastock* software. A friend and I noticed that quite a few people in our little trading group were having trouble getting a grip on its complexities. We came up with the idea of creating a book called the *Metastock Programming Study Guide* that would help people make sense of the program.

At the start of the *Metastock* venture, I thought the same thing as I did when writing this book: “Why not?” I was a little more tech-savvy than most and I intuitively understood the software. We could help people and make some money at the same time. I took all the *Metastock* courses I could and then spent six months turning what I’d learned into a study guide.

The feedback from our immediate community was outstanding. People seemed to find what we’d produced really helpful. The only snag was that, as I have already pointed out, our community was small. If we were going to make any real profit from our months of hard work, we were going to have to learn how to market it to a wider audience.

Which is how I ended up in a room, sick with nerves, wondering if I could really deliver something that would be of value to all these people who had paid to hear me speak. The idea was to use the event to share some knowledge and at the same time, introduce people to our study guide.

Things went... *Okay* actually.

My delivery was pretty awkward, especially since I basically read my notes word for word for about an hour, making little eye contact with the audience. That made me look a bit like a kid

trying to be a grown-up. But it was a huge, defining moment for me. I stepped out of my comfort zone and although I didn't realise it at the time, discovered the first few pieces of Authority Content. If you really, really feel the need, you can watch an excerpt of one of my first workshops here: www.authoritycontent.com/early-dave-video

Doing More Of What's Working

We continued to tour around Australia, conducting workshops. As I became more practiced and confident, the feedback from our attendees improved. But we still ran into the same obstacle, significantly expanding our audience and growing our customer base remained elusive, we needed to extend our reach somehow.

We had the idea of videoing our last workshop and maybe giving it away as a bonus to those who bought the study guide. It wasn't a fully formed idea but we figured we'd just record it and decide what to do with it afterwards. With hindsight, if all we'd done was to give away or sell the video, little would have come of it. But I somehow came up with the idea of chopping the video up into segments and posting them on YouTube (this was pretty cutting edge back in 2003).

That's when the magic started to happen.

The videos started getting views. A few thousand here, a few thousand there. Given that people looking for guidance on using *Metastock* was a fairly small niche of the larger group learning about how to trade the stock market niche, these numbers were amazing. Within a short space of time, one of the videos ended up

with 45,000 views, we were on to something!

Not only was the *Metastock Programming Study Guide* a success, the first elements of Authority Content were falling into place.

The *Triple Your Trading Profits* course came next. I partnered with my co-author of the study guide, Stuart McPhee and followed the same pattern. We created a product, we ran a workshop, we recorded it and we uploaded snippets to YouTube. In fact, we did this a whole bunch of times and that particular channel is coming up to having a few million views!

Admittedly there was a certain amount of good timing involved. Sometimes success in business is about being in the right place at the right time. Video was still something of a novelty and it was a little easier back then to capture a portion of the YouTube audience.

But don't start thinking that Authority Content is just a fancy name for YouTube marketing. Ploughing all your online marketing efforts into YouTube is just as dangerous as trying to exploit Google loopholes. YouTube was – and still is – a core part of this strategy, but if YouTube died a death tomorrow and was replaced by something entirely new and unforeseen, I could switch platforms with minimal effort and lose virtually no momentum in the process.

The Qualities of a Successful Business

The takeaway from this story is that you don't need to spend huge amounts of money to market your business, you don't need to

spend years in education and you don't need to obsess over getting every detail right the first time around.

A little bit of guile, a willingness to step out of your comfort zone, and a focus on delivering something of genuine value to your customers can take you a long way. Yes, this book is going to show you, step-by-step, how Authority Content can work for just about any business. I truly believe it can work for anyone with the following qualities:

1) A product or service that is genuinely great

You can't fake this. In the internet age, if you don't have a great product that you believe in 100%, no amount of marketing is going to earn you long-term success. Eventually the flaws in what you deliver will become common knowledge and your business will lose traction.

Profitability may be the end goal and it may be necessary to get your product into more people's hands, but you'll never achieve your objective if you're not also 100% committed to satisfying your customers and giving them something that is worth far more to them than whatever you're asking them to pay for.

2) The capacity for growth

If your business suddenly experienced a ten-fold increase in customers, could you handle the increased workload? This may sound like a nice problem to have but, if you're not prepared for it, your business can break in two. I've seen this happen when a business is featured on a "daily deal" website and suddenly they receive more customers than they were prepared to handle. The

result is a huge volume of poor customer experiences that can be the death of a business.

3) A mind-set that is prepared for the long haul

It takes years to experience “overnight success”, so you must be willing to think about the long term game and even be willing to make short term sacrifices for long term gain. If you’re obsessed with short-cuts and loopholes, Authority Content isn’t for you.

Evolve or die, remember?

If you get stuck using one strategy then it’s only a matter of time before you come unstuck. It’s easy to confuse skill and talent with being in the right place at the right time. If I reacted to my first successes by assuming I had discovered the perfect marketing formula for printing money, I would’ve gone bankrupt a long time ago.

I didn’t do that. I used what I learned from my first success to develop a strategy that is capable of evolving and allows me to move from trend to trend. I don’t have to compromise my fundamental vision of delivering valuable content that helps my target market achieve their own success.

Evolution, adaptation, rolling with the punches, whatever you want to call it, it must be a part of your business DNA. If it isn’t, then this is the exercise you must complete before you turn the page.

Chapter 2 Exercise

- Review your product and service and identify whatever changes are necessary to improve the value it provides to your customers.
 - Review your business and outline some steps that could give you extra capacity and allow you to cope with a substantial increase in new business.
 - Ask yourself, honestly, if you're prepared to make changes and take on challenges that you might ordinarily go to great lengths to avoid. Don't turn the page until you've mentally steeled yourself to venture into the unknown.
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03. STRATEGIC AUTHORITY

Three Big Obstacles

These days, the three biggest obstacles that you must overcome if you're going to make a success of your marketing are:

Attention, Engagement & Trust

I used to say getting attention and engagement was easy, yet trust was the biggest hurdle. But not anymore. Now, all three obstacles are critical and are getting harder to achieve.

Gone are the days of winning attention with “win any keyword with enough links” SEO and “10 cent clicks” with Adwords. Getting attention is becoming increasingly challenging as the background noise becomes louder and more pervasive.

Consider this, have you noticed how long it takes your good friends to reply to a text? It's taking longer these days! Even close friends whom you have known for ages might take hours to reply or even keep you waiting until the next day. People are

busier than ever before. Whereas a text message was once an immediate attention-grabber, now it's competing with social media notifications and email updates, amongst countless other attention grabbers.

So, if it's hard to get the attention of those who know and love you, imagine how much harder it is to get the attention of those just out of arm's reach.

Similarly, engagement runs into a related problem. Even if you do manage to get someone's attention, how are you going to keep it? Whatever communication you send, people are going to judge it within a few seconds and, if it doesn't deliver value, they'll move on to something else.

And even if you get someone's attention and successfully engage them, they won't automatically trust you. Trust is something that takes time to build.

What's more, this concept of "trust" is a huge deal for Google at the moment. Their goal of providing people with the best and most relevant content is tied up in whether it can show its customers a link and be confident that the content on the other side is worthwhile. What's interesting about this challenge is that it is being addressed by considering the source of the content and whether or not Google believes the publisher is trustworthy.¹

Attention, engagement and trust; these are the biggest obstacles you face in building your business. So this begs the question, what's the quickest way to power you over all three obstacles in one almighty leap?

¹ Source: Google's Quality Rater Guidelines cites the focus on sites that demonstrate expertise, authoritativeness and trustworthiness (EAT).

Authority Trumps Everything

When you're a recognised authority, your ability to grab people's attention, engage with them, and develop trust is instant and immeasurable. Think about industry leaders and experts – the kinds of people that draw a crowd whenever they have something to say. It's as if people are drawn to them. More often than not, from a business perspective, authorities get the lion's share of business and profits.

The definition of an authority is *someone or something with the power to influence others*. Some people naturally command authority by their demeanour or social status, while the rest of us have to earn that ability to influence by virtue of the knowledge we possess and our ability (and willingness!) to share it in a meaningful way.

If your product is relevant and useful, and if you're knowledgeable about your market, the only barrier to you becoming a recognised authority in your space is the way in which you communicate what you have to offer. Once you learn how to do this, everything will start to fall into place.

Authorities have no trouble getting **attention** because we know it's worth our while to listen when they speak. In fact, much of the time we deliberately seek out an authority and pay close attention.

Authorities have no problem **engaging** people because their status commands that people take the time to really listen to what's being shared.

Authorities find it easy to gain people's **trust**, almost by definition,

because this role automatically implies that they are somebody trustworthy. If they weren't, it's unlikely that they would have risen to this position in the first place.

Once you're an established authority, people stop questioning whether you're worth their time, attention and trust. It's almost as if they skip over those steps and go straight to the more important question: is your product or service right for me?

As an authority, that question becomes far easier to answer.

I have worked hard at establishing my business and myself as an authority. As a result I have no difficulty generating leads. Then, when we chat on the phone, we decide together whether or not we we're a good fit. That's the beauty of Authority Content. Often, whether the customer is chatting with a sales person, or placing an order online, it isn't about convincing the customer – they've already decided – it's about ensuring whether this transaction is going to be right for both of us.

There's no hard sell, no pushy salespeople cold-calling on my behalf, and there's definitely no agonising over which marketing tactic we'll try to exploit.

Wouldn't you love to be able to do away with all of that rubbish? You know what I'm talking about. They are those elements of marketing that everyone says are necessary but leave you feeling like you're trying to trick your way into a sale, or that you're just in a shouting match with the competition.

That's what strategic authority has done for me. It's enabled me to do away with all that rubbish and that's what it can do for you.

Yes, you can be strategic in your efforts to become an authority. No one becomes an authority in anything without some element of *creation*. The only question is whether a person in that position arrived there deliberately, or as an unintended consequence of their actions.

For example, the CEO of a Fortune 500 company may not have consciously set out to obtain authority, however often it can be earned as a natural consequence of being a savvy businessperson.

My point is this: manoeuvring yourself into a position of authority is wise and a highly effective way to market your business. I call it “strategic authority” since it’s done with conscious thought and with planning.

If the idea of being an “authority” makes you anxious – don’t worry. We’re talking about a very specific kind of authority here and it doesn’t necessarily put you in the spotlight (if being the centre of attention doesn’t appeal to you). The type of authority I refer to is simply about positioning you or your business as the market leader, the most knowledgeable and valuable entity in your industry.

It’s about answering the fundamental questions people ask when they visit a website...

Can this company help me solve my problems?

Can they deliver on their promises?

Do I trust this business enough to make a purchase?

Many marketers obsess over perfectly worded sales copy and Hollywood level production videos that demonstrate positive answers to these questions. There are more effective and efficient ways to be seen as an authority. That isn't to say that good sales copy and smart videos aren't important – they are – but once your authority level reaches a point, it's not dependent on marketing flourishes to win new customers.

So what makes an expert be seen as an expert?

Sure, some people build authority by chance - simply being in the right place at the right time. But who wants to rely on chance? You can be more strategic than that – let me show you how to become an authority with predictability. Becoming an authority won't be a matter of IF but rather a matter of WHEN.

Chapter 3 Exercise

- Grab a pen and paper and jot down all the experts, market leaders and authorities you can think of in your industry. It doesn't matter if they're individuals, businesses or some other kind of organisation.
 - Next, for each name that you've written down, make a list outlining all the qualities they have which made you identify them as an authority. What have they done, said or published that has brought them to this status?
 - I love this third exercise because it helps you get a sense of what's needed if you're going to build your own authority.
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04. AUTHORITY CONTENT EXPLAINED

Authority isn't some mystical force that people either have or don't have. It's based on real, tangible elements that you can build or acquire to establish yourself in that position. Authority Content is simply the act of generating these elements and promoting them in a smart, systematic and scalable fashion.

I'm hoping that by now, you've already intuited what Authority Content is and speculated about how it works, but let me give you the full definition...

"Authority Content is the act of consistently creating and distributing helpful information and stories to gain attention, engagement and trust, for a clearly defined audience, with the objective of identifying who will benefit from your products and services."

That's a bit of a mouthful, so let's unpack that definition.

First of all, notice that Authority Content requires *consistent* action. Doing one round of videos or blog posts, for instance, isn't enough. Your content needs to be shared, steadily and consistently. That doesn't mean spending thousands of hours generating

ABOUT THE AUTHOR

David's impressive journey begins as an author and coach to hundreds of day traders back in his early 20's. Perfecting his analytical eye from stock market trading, he was able to quickly see – and snap up – business opportunities all around him.

His business experience spans from one-off windfall projects (such as selling the Melbourne Cricket Ground - MCG), to developing and franchising retail stores, building a multi-million dollar portfolio of over 500 domains and websites, to turning his real world promotional skills into successful online marketing systems.

Some years on, David now focus on his renowned SEO and web video companies: Melbourne SEO Services and Melbourne Video Productions. Together his companies help businesses grow through innovative online marketing systems.

Recognized as a high achieving entrepreneur and online marketer, David has been asked to keynote countless conferences and seminars including TEDx and Digital Marketing Summit Australia. He has been featured in dozens of publications, including Australian Financial Review and Smart Investor and also featured in other media such as Nova radio and Channel 9's Today Show.

David's fun and approachable personality, yet seriously impressive business background, ensures he relates to a wide variety of

audiences – and keeps them on the edge of their seats with his captivating anecdotes. David's life is one of dedication, passion and the desire to learn; and those who seek the same triumphs are motivated by his story.

Companies & 'Done For You' Services

Considered by many as Australia's most trusted digital agency, Melbourne SEO & Video offers a wide range of services including: modern SEO, web design, web video and "Done For You" Authority Content implementation services. To find out how David and his team can help your business, book your complimentary business accelerator session here: www.authoritycontent.com/help

Or visit: www.melbourneSEOservices.com
and www.MelbourneVideoProduction.com.au