

AUTHORITY MARKETING

HOW AUTHORITY MARKETING
CAN HELP YOU **STAND OUT**



au-thor-i-ty (n.) 1. power to influence or command thought, opinion or behavior 2. freedom granted by one in authority

Authority Marketing is the strategic process of systematically positioning a person or an organization as the leader and expert in their industry, community and marketplace to command outsized influence over all competitors.

Strategic process means creating a deliberate plan executed over time. Therefore, Authority Marketing requires a carefully defined blueprint implemented methodically over time. Authority is gained patiently and with deliberate intention.

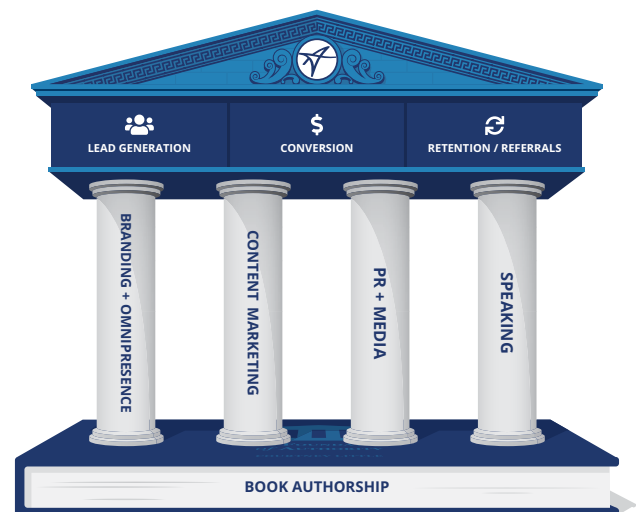
Systematic positioning means implementing your plan to provide the most effective return on investment. That means focusing your efforts on your business' prime radius, ensuring you are known in that radius' media channels.

Command outsized influence over all competitors means you and your company are the first names that come to mind with prospects. If prospects trust you more than

the competition, you win the business. If prospects think you know more than the competition, you win the business.

When competing in a crowded marketplace, industry or community, it's all about the influence that you and your business have over your competition to magnetically pull prospects.

Becoming an authority in your field provides an unfair advantage by immediately positioning your business above competitors. Authority opens doors, the most important responsibility of any CEO.



"After my book was published, the phone lines lit up and the email box exploded. Everyone who read the book wanted to talk to us about working with their company. The book is the biggest way new clients find us, no contest. I never thought anything would surpass client referrals, but I stand corrected. My ForbesBook is the top way new clients find us."

—MARK MOSES, AUTHOR OF *MAKE BIG HAPPEN*



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