

Get Known and Be Seen:

The New
Entrepreneur's
Guide
to Building Your
Authority Status



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Get Known and Be Seen: The New Entrepreneur's Guide to Building Your Authority Status

In the world of online marketing it is imperative that you get known and be seen. It is only after your potential clients know, trust, and like you will they make a purchase from you.

The recent 2016 Inbound Report of Marketers, a survey across a variety of business types, shows that marketers are experiencing a philosophical shift. The entire world of marketing is changing. Your potential client is looking to build a relationship. Therefore, outbound marketing like advertising is losing ground to inbound marketing. Inbound marketing is the process of changing a stranger to your website, into a delighted client. According, to the report mentioned above, marketing is becoming more empathetic and humane.

It is this process of changing a stranger to your website into a delighted repeat customer that is the subject of this Focus Guide, Get Known and Be Seen: The New Entrepreneur's Guide to Building Your Authority Status.

We will discuss strategies that will help your potential client get to know, trust, and like you. We are sharing with you the exact process that we have used to build our authority status over the past few years. This is the same process that we teach to our clients. We began with writing our blog, then hosting a weekly teleseminar training series, producing a podcast series, creating information products, and teaching online courses. We are excited to show you the way!

We started working with clients who wanted to know how to invest in real estate as a business. Over time we began to offer our services to people who wanted to start other types of businesses. Most of them had one thing in common: They wanted out of the rat-race! They wanted out of the drudgery of commuting and working in an office doing unfulfilling work. They also wanted freedom to enjoy

life now! That is what an online business can offer you, once you have established your authority status.

We are not claiming that it will be easy to establish yourself as an authority. However, with a willingness to take massive action, a clear focus on what you are trying to achieve with your business, and a desire to make a positive impact you too can become a recognized authority.

It is so exciting starting a new business! The thrill of seeing your dream move from the planning stage to implementation. **You** are an entrepreneur. You have new business cards saying that! But somewhere along the way, you got stuck! The clients did not come quickly enough. Your message was not getting to the people who needed to hear from you most. What are you going to do? Do your potential clients know, trust, and like you? One way to accomplish this goal is to establish yourself as an authority in your area of expertise. Ask yourself, “Do I have authority status?” If you want to find out more about “authority status” and why it is such an important part of your business strategy continue reading this Focus Guide.

I. What is Authority Status?

As a business owner and entrepreneur, you want to become a trusted advisor to your clients. In the business world, it is not unusual to have lawyers who are on retainer as legal counsel. Or in large corporations they may have a staff of in-house counsel. The counsel is someone they respect, and who advises them on matters relating to their area of expertise. I (Pamela) served as in-house counsel and understand the level of trust that develops with such a relationship.

We have that level of trust with our personal mentoring clients and the many other participants in our training programs. You too can reach the status of trusted advisor by having authority. What is authority? The American Heritage Concise Dictionary defines authority as:

“One that is an accepted source of expert information.”

As a business owner and entrepreneur, you want to achieve the same level of trust and confidence with your clients. They are no longer customers, but clients who come to you for advice whenever there is a question, concern, or issue that relates to your area of expertise.

II. Why is it Important to Have Authority Status?

Authority status gives you a high degree of influence as a thought leader on your specific topic. Your authority status brings a high level of trust and deference. The authority status means that you can convey information and knowledge in a way that is meaningful to your client.

III. What if You Had Authority Status?

If you had authority status you would find it much easier to attract your ideal client. You would be more able to convert that stranger to your website into a delighted client. You would be considered the go-to person in your area of expertise. Potential clients would line up around the block to hear what you had to say. Or to read what you had to write!

IV. How to Build and Grow Your Authority Status?

There are several ways to strategically and methodically build your authority status. Of course, you need the expertise and excellent products and services. Your goal is to let your potential client know about you, your expertise, and your products and services.

As we said earlier in this Focus Guide, outbound advertising is waning in influence. Your inbound marketing strategy must produce more leads that can grow your business.

The next section of this Focus Guide will discuss several ways to accomplish this goal. We go into a great deal of detail about five areas that you need to address if you want to build and grow your authority in your online business. Then we discuss the next steps that you need to take on your pathway to successful online entrepreneurship. We have also included our best resources at the end of the document.

Produce High Quality Creative Content

Producing high quality creative content is one of the best ways to build your authority status. Whenever a potential client comes to your website, you can impress them with the quality and scope of your expertise. For example, one blog post could potentially reach thousands of people and establish you as a credible player in your area of expertise. You can leverage the power of the internet to create, share, and publish authority boosting content. There are several ways to do this.

1. Write Blog Posts

One of the best ways to produce creative content is to have your own website where you write your own blog posts that present top quality information. If you create content that is informative and full of value, then your audience and potential list of clients will grow. At My Biz Dream Team, we consistently publish 2-3 high quality posts each week. Be sure to share what you know. Answer your audience's question. You can also talk about industry news and provide solutions for your audience's problems. Make sure that the blogs that you produce are consistently of good quality and value. Let your professionalism and expertise shine through in the content.

In addition to writing blog posts for your own website, you may want to guest blog. Find a reputable industry leader who creates value-laden content. Once you are invited to write a guest blog make the most of the opportunity. Be sure to have a clear call to action that will motivate the readers to click through and visit your website.

Another way to use blogs to your advantage is to make comments on other authoritative blogs. Be sure that your comments are substantive. This is a great opportunity to be seen in a positive light that positions you as an authority.

2. Publish a Book

Publishing a book is a fantastic way to establish your authority status. Nothing opens more doors for other opportunities like a book. You position yourself above others in your niche by writing a book. Digital publishing has never been easier. Opportunities to publish on Kindle or Create Space did not exist 20 years ago. Do not wait any longer to take advantage of this opportunity to make a name for yourself in a very big way. You should start brainstorming today and writing your book. If you do not have time to write it all down, speak it. That is how we created one of our books, [The Book on Investing: Create the Life of Your Dreams](#). We made an outline of topics we wanted included in the book. Then we recorded the conversation we had about those topics. Our book emerged from the recorded conversation. It made the idea of "writing" a book much easier. You can try it our way or you can hire a ghost writer to help you.

3. Hold Live Events

Consider holding live events like webinars or teleseminars to provide value-laden information to people who want to learn more from you. These live events work very much like a published book to establish your authority status. Every Wednesday, we hold a live teleseminar training program: [My Biz Dream Team: Opportunity Wednesday Training Series](#). We record the live seminar and repurpose it as a podcast on iTunes and other outlets. People tend to naturally give authority status to people who are published and to people who "teach" and speak in public. Holding your own live events gives your credibility and authority status a huge bump.

4. Create a Podcast Series

You can create content that is not in writing. Other types of content can also be persuasive. You can try infographics, videos, or audio podcasts. We enjoy

producing a weekly podcast that includes guest interviews and training sessions for entrepreneurs. You can find out how you can produce your own impactful podcast series in our [Special Report and Training Guide: The Podcasting Power Playbook](#). Exploring other ways to create content opens doors to a wider audience.

5. Create an Information Product

One great way to connect with your audience is to create content that allows them to learn more in-depth information from you. For example, you could create home study courses. These courses could be delivered via an email or a membership site. You may want to include a video or audio component to your information product. You could also teach part of the course live.

There are so many options for you to exercise your creativity to create content that is informative, compelling, and valuable to your audience and clients.

Be sure to subscribe to our podcast series: [My Biz Dream Team: Opportunity Wednesday Training Series](#) share powerful strategies to help you build a business of significance and achieve uncommon results!

There are so many opportunities to create high quality, authority building content today. You should take advantage of the power of the internet to: (1) write blog posts; (2) publish a book; (3) hold live events; (4) create a podcast series; (5) create information products. You may also want to consider publishing articles in traditional magazines and newspapers. These opportunities and others allow you to showcase your expertise. They also help you to become recognized as an authority figure in your niche.

To find out more about building your authority continue to follow us at My Biz Dream Team on our blog, on our podcast, or on the weekly teleseminar training program: The My Biz Dream Team: Opportunity Training Series.

My Biz Dream Team: Opportunity Wednesday Training Series

Join us Every Wednesday at 6:30 p.m. (Eastern) for our Free Teleseminar Series

Phone #: 712-775-7035

Pass Code #: 930599

Develop Your Leadership Skills

If you want authority status, then you must become a leader. You can no longer afford to be a follower, if you want authority status. You must believe that you have valuable experience, knowledge, and insights to share with your potential clients. You must step out of your comfort zone and take a few risks. If you do not believe in yourself, how can you expect others to see you as the expert. Here are three tips to help you become a leader and grow your authority status. Listen to the [podcast](#) for even more information about the importance of becoming a leader.

1. Focus on Learning

As an entrepreneur, you must position yourself so that you are always learning and staying on top of your field. Your area of expertise is not stagnant. There are always new developments. You must stay abreast of any changes. As you learn new things you will gain more confidence in your ability to positively impact your clients' lives. Your new knowledge and confidence help position you as a recognized expert. In the Resource Guide of this report we have included several books that will help you with productivity, leadership, and marketing.

2. Focus on Networking

Remember to reach out and make connections with other people. Your contacts can offer you valuable insights as you listen and learn. It is so important that you ask questions and listen to the answers. As you take risks with expanding the scope of your network, your leadership skills will grow. You will also uncover new opportunities to help others. As your network expands, the opportunities for you to demonstrate your skills as a leader will also grow.

3. Focus on Teaching Others

Speaking engagements, publishing books, and presenting webinars and teleseminars all position you as a leader. You could also teach others on your own

podcast series. As you share more of what you know, you will receive positive feedback. There is nothing that speaks louder about your authority status and expertise than teaching other people. Over the years, we have given thousands of presentations and watched as our authority status soared. You can do the same.

You must continue to take risks and push past your comfort zone. You may be surprised at how much you know. Remember you must believe that you are an authority before anyone else will. Therefore, step up and lead. Taking on the role of leader will help you tremendously in building your brand and positioning you as an authority in your specialty.

Try our [Special Report and Training Guide: The Podcasting Power Playbook](#) to show you step- by- step how you can increase your visibility, increase your authority status, and get more clients and customers.

Let us know what you are doing to become a leader. We would love to hear from you.

Be Authentic

The word "authentic" is defined in the dictionary as meaning, "worthy of trust, reliance, or belief." As an entrepreneur, you want to be seen as worthy of trust, reliance, or belief. Otherwise, potential clients, customers, or partners will likely not want to work with you. You want to be real. You want to be humble. In this podcast, we explain why it is so important to be authentic as you build your authority status. We also give you several tips on how to be authentic and transparent.

1. Two Types of Authority Figures

There are generally two types of authority figures. The first type may hit it big for a while. They tend to be shooting stars. They have 15 minutes of fame and then it is all over. You never hear from them again.

Then there are other types of authority figures who build their authority status over time. They retain that status over the long term. This type of authority figure is well-respected within their industry. As you build your business you want to be the second type of authority figure. You want longevity. One of the key ways to build longevity, is to be authentic. That means being 100% yourself. You present a consistent face the world.

2. Be Authentic and Transparent with Potential Clients and Partners

Being authentic means that you connect with your potential clients and partners in a way that is truthful and honest. If you are pretending or being fake, other people can recognize your awkwardness and discomfort. It is often difficult to maintain a fake persona for too long. Then when people find out how you truly are, you quickly lose credibility. Then the goodwill and authority that you have built is gone.

Being transparent means that you are honest about who you are and what you know. If you do not know the answer to a question, then admit it. Do not pretend

to have knowledge that you do not. My experience after giving hundreds of speeches, presentations, and court room arguments, is that is best to admit it when you do not know the answer. You have more credibility with the audience. Let them know that you will find the answer for them. Then follow-up.

By being authentic and transparent, you brand your personality. You embrace what is truly unique about yourself. You offer your client what no one else can. Do not be a clone or an imitator of what everyone else is doing. There are more benefits and opportunities when you share your true self with your potential clients.

As you present your authentic self to the world, you build your credibility and authority. You increase your status as a recognized expert.

Let us know about your experiences when you have not been truly authentic. What were the consequences?

Pay Attention to Personal Branding

Personal branding happens with every action that you take as you engage with your audience. Every email, every post, every tweet says something about you as a person. It makes an impression! What impression are you making? If you allow your personality to come through it can help brand you and your business. This article discusses several ways that you can allow your personality to shine and why it is so important to developing your personal brand.

1. Your Photo is Part of Your Brand

You may not realize it, but your photo is part of your brand. The professional headshot or photograph of you that you use on your website says a lot about your personality. By using your own picture, rather than a cartoon or icon, people get to connect with you as person and as an authority figure.

Remember to use the same photo or one that is similar in all your marketing. This provides consistency for your brand. You do not want your audience guessing whether it is you or not. We like to use our photo on all our information products. It helps to gain familiarity and to build the authority of our brand. Research has shown that humans respond emotionally to faces. So, put a smile on your face and let your audience know that you are an authority.

2. Use Audio and Video to Build Your Personal Brand

There are so many opportunities available now for your audience to hear your voice and see you in action. The growth of video marketing is astounding. So many people have become famous from YouTube videos that we have stopped counting. Do you have a YouTube channel where you showcase your personality? Video gives you the opportunity to share both your voice and your image with your potential clients. That is very powerful! Live streaming on Periscope and Facebook are also available. A recent newspaper article stated that most Facebook posts will be video in a few years. Currently video posts get the most engagement.

Another outlet for your personality is an audio podcast. While a podcast does not allow you the advantage of sharing your authoritative face, you can share your voice. The sound of your voice and its intonations allow your audience to feel more connected to you. How you speak can have a huge impact on how your audience views you. You should consider starting a podcast to boost your visibility and authority. Try the [Special Report and Training Guide: The Podcasting Power Playbook](#) to help you produce an impactful podcast series.

3. Personal Branding Helps You to Stand Out in a Crowd

In a world filled with so much information competing for our attention, as an entrepreneur you must look for ways to be different. Personal branding is the difference. There is no one exactly like you! Allow your audience to get to know you and understand how you can be of service. As you brand yourself with your content, pictures, posts, and videos you build up your authority status.

Our mentor, Connie Ragen Green, said in a post on the topic of personal branding:

"Not only will potential clients remember you better, it'll also be easier for them to tell others about you. Then you'll be viewed as an authority in your field, all because you took the time to work on your branding.

But this is only the beginning. As you become more well-known, your ideal clients will become more attracted to you. You will not have to spend as much time marketing because your customers will naturally flock to you. When this began to happen in my business I was overjoyed and my confidence soared."

We could not agree more that by using personal branding to build your authority your business will grow. Your ideal clients will find you through word of mouth referrals based on the strength of your authority.

As an entrepreneur building your business, remember that your personality is part of your brand. Whenever you communicate with your prospective clients your personality shows. What does your communication say about you?

Make sure that your writing, photos, audios, and videos showcase your personality in the best possible light. Each of these communications can boost your authority and build your business.

Get a Mentor to Show You Way

Sometimes we wonder how many mistakes we could have avoided if we had gotten a business mentor sooner. Once we found a mentor, we realized that we would never be without one. A mentor is defined as someone who is a sounding board. Your business mentor helps you navigate through the intangible issues related to your business. A business mentor can help you with strategic and sustained business growth and success.

Research by Daniel Goleman, Daniel Boyatzis, and Annie McKee reported in ["Primal Leadership: Realizing the Power of Emotional Intelligence,"](#) has shown that cultivating a special relationship with someone whose sole purpose is to help you along your path is crucial to your continuing development as a leader. A business mentor knows your strengths and weaknesses. She can guide you as you through the steps in your strategic plan for growth. A business mentor can help you with a several major issues, such as:

- Avoid Major Mistakes
- Build Your Team
- Conceptualize Your Future

1. Avoid Major Mistakes

Your business mentor is someone who has already had success in your industry. She can offer expertise and experience. She can tell you about the mistakes that others in your industry have made. Your mentor has been around the block longer and knows the pitfalls well.

Remember to be very intentional in working with your mentor. Share your specific strategies and plans so that she can provide specific advice.

2. Build Your Team

Building a terrific team is one of the most crucial factors in your success. Your business mentor has connections to others inside and outside of the industry. Your mentor can give you referrals to other professionals you want on your team. People such as a lawyer, accountant, tax specialist who can help with specific matters. Your mentor can also help you plan when and how to add others to your in-house team of employees and consultants, such as graphic designers, virtual assistants, and web techs. Learning how to hire and build a strong organizational culture is key. Our [Special Report and Training Guide: Building Your Business Dream Team](#) can also help.

Remember to tap into your mentor's vast reservoir of key business connections.

3. Conceptualize the Future

Your business mentor can help you think about and plan for your future success. As the leader of the company you may be too focused on the day-to-day operations. You may not be focusing on your thoughts on long-term growth. Your business mentor however can help you think outside of your regular bubble. You may be regularly focused on the \$100,000 a year level. Your business mentor can help you conceptualize your business at the \$1 million dollar a year level. It may be hard for you to imagine such massive success. But your mentor can see and plan that far ahead.

Remember to share freely with your mentor to gain from their vast insights and perspectives.

Closing Thoughts on Getting a Mentor

A good mentor will understand the challenges that you are facing. She will bring to you her vast experience and expertise to bear on the issues that you are facing. Having a mentor will help you grow as a business leader. You will learn to:

- Avoid Massive Mistakes
- Build Your Team, and
- Conceptualize the Future.

As you grow your business consider working with a business mentor. You can work with us to help you navigate the intangibles in your business strategy in [“The Strategic Pathway to Success Program.”](#) Let us mentor you to business growth and success.

Your Next Steps

As you think about what to do next, remember that your potential client will not buy from you until they know, trust, and like you. Therefore, you must intentionally and deliberately commit to practices and policies that will help make that happen. If you do not have a web site, commit to launching one with the next week. Then begin to produce high quality content on your web site's blog. This will be the first impression that you make. Make sure that it is a good one.

If you already have a website and are producing 2-3 high quality blog posts, then your next step is to produce your own podcast. A podcast will provide you with a great opportunity to display your expertise. You will also have the added benefit of sharing your voice and personality with the audience. They will get to know, like, and trust you on a deeper level. You can learn how to create a powerful and impactful podcast with our [Special Report and Training Guide: The Podcasting Power Playbook](#)

All the content that you produce can later be re-purposed into short reports, online courses, and books. Each step along the way, you will be getting known and seen. You will be developing your authority status.

Once you are blogging consistently and producing other content, begin to share on social media. Try several platforms at first. You will eventually, find a few work better for you than others. Then you can just focus on the 2-3 where your ideal client hangs out.

Start to make connections with other people. Join organizations and network groups to start sharing what you are doing in your business.

Take classes and read books to learn more about business and your specialty area. You must stay current.

Pay attention to your personal branding. Make sure that your image is consistent across all media. Be sure to present yourself in a professional manner.

Be sure to embrace what is unique about you to share with the world. Let your potential clients get to know you through your writing, podcasts, videos, books, on-line courses!

Read this Focus Guide carefully 2-3 times. Take notes. Carefully think about what you want to accomplish with your business and how you want to be perceived.

This Focus Guide has presented you with many avenues that you can use to build your authority. If you need additional assistance, get in touch with us. We would love to hear from you.

Now, it is time to act.

Summary/Conclusion

As a new entrepreneur, you want to get known and seen as the authority in your area of expertise. Your great knowledge, passion, and promise will be lost, if you do not take the right steps. We have set forth several areas that you need to master to build and grow your authority status:

- Produce Creative High Quality Content;
- Develop Your Leadership Skills,
- Be Authentic,
- Pay Attention to Personal Branding, and
- Getting a Mentor to Show You the Way.

Even if what we have presented in this Focus Guide may seem daunting and difficult, take one part of our advice to get started. Regular blogging is always a good place to begin.

In the Resource Guide section of this report we have included information to help you get started. You can begin with a simple website on WordPress. We recommend hosting your website on Bluehost. Once you get accustomed to blogging on a regular basis, you can then expand to other channels to build your authority.

If you have more questions, contact on social media or by responding to one of our emails. We will get back to you within a day or two.

The focus of our business is to help you **achieve uncommon results** in your business and in your life. Let us know how we can assist you!

Here is to You Achieving Uncommon Results!

Dexter and Pamela Montgomery

Resource Guide

The Resource Guide lists the people, books, and products that make a difference in our business and our lives as entrepreneurs. These are a few of the resources that we use to build and grow our business. These resources can help you build your authority status.

Hosting Services

[Bluehost: Hosting your website](#)

[Blubrry: Hosting your podcast](#)

Books

Continual learning is the hallmark of a leader and entrepreneur. We are always looking for influential and inspirational books to expand our knowledge and awareness.

Kevin Kruse, [15 Secrets Successful People Know about Time Management](#)

Darren Hardy, [The Compound Effect: Jumpstart Your Income, Your Life, Your Success](#)

Grant Cardone, [The 10X Rule: The Only Difference Between Success and Failure](#)

Daniel Goleman, [Emotional Intelligence: Why It Can Matter More Than IQ](#)

Daniel Goleman, [Focus: The Hidden Driver of Excellence](#)

Michael Hyatt, [Platform: Get Noticed in a Noisy World](#)

Training

Dexter and Pamela Montgomery: [The Strategic Pathway to Success Program](#) This comprehensive program helps new online entrepreneurs avoid the massive mistakes that keep them struggling.

Dexter and Pamela Montgomery: [Special Report and Training Guide: The Podcasting Power Playbook](#)

Dexter and Pamela Montgomery: [Special Report and Training Guide: Build My Business Dream Team](#)

Connie Ragen Green and Adrienne Dupree: [Top 20 WP Plugins](#) This course takes the mystery out of WordPress plugins. Learn about the ones you need to add to your website to save you time and earn you money.

Connie Ragen Green and Adrienne Dupree: [10K Laser Coaching](#) Be a fly on the wall as Connie and Adrienne conduct private coaching sessions of their clients. Learn from the students' successes and avoid their mistakes.

Connie Ragen Green: [The Genius Hour Interviews](#) Listen to over 12 hours of interviews that give you invaluable insight into the minds of successful entrepreneurs.

PLR (Private Label Rights) Content

This is material created by others that you can buy and use as your own. You have full ownership rights. We typically make a few edits to make it sound more like us and then re-brand as our own product. It is a quick and easy way to get ideas and product for your clients. Below are the people and products that we find most useful and recommend to you.

Ron Douglas and Alice Seba: [Elite Writers Lab](#)

Alice Seba: [DIYPLR \(Free Social Media Tips\)](#)

Follow Us

Subscribe to our podcast series on [iTunes: My Biz Dream Team: Opportunity Wednesday Training Series](#)

[Follow us on Facebook!](#)

[Follow us on Twitter!](#)

Affiliate Disclaimer: Many of our recommendations are provided through an affiliate link. This means that at least one of us has personally used each product, course, or training we recommend and that it has received our "My Biz Dream Team Seal of Approval." At no time, will you ever pay more, and many times we have negotiated a special pricing so that you receive additional benefits through our link at no additional cost.

About the Authors



We are Pamela Montgomery and Dexter Montgomery, authors, entrepreneurs, and speakers. We are a married couple and business partners.

Our focus is helping new online entrepreneurs **achieve uncommon results** in their businesses and in their lives. We work to help new entrepreneurs avoid the massive mistakes that keep you struggling and feeling overwhelmed. Through our weekly teleseminar training seminar series, My Biz Dream Team: Opportunity Wednesday Training Series we discuss topics relevant to the new entrepreneur as you build and grow your business.

As online marketers for the past few years, we create information products, teach classes online, host a weekly teleseminar training series about online marketing, produce a podcast series, and mentor new entrepreneurs looking to get out of the rat-race.

Prior to starting our online business, we were a typical two-income couple living in the suburbs outside of Washington, D.C.

Dexter has over 30 years of experience in business and finance in the public and private sectors.

Pamela had over 30 years of experience as an attorney. During her career, she served six years on active duty as an officer in the U.S. Army Judge Advocate General's Corps. For 15 years, she was the chief spokesperson of a federal agency

and responsible for the educational programming. She has made hundreds of presentations as she traveled across the country representing the agency at numerous meetings, seminars, and conferences. I (Pamela) just love to teach!

We were each working 65-70 hours a week in office jobs and wanted to find a way out of the rat race. By owning an online marketing business focused on helping other entrepreneurs and investing in real estate, I (Pamela) could retire from my office job.

Now we are just that much closer to fully living the life of our dreams. Pamela is now able to work from home or anywhere in the world.

We both love to travel and explore new places and interests. Now we have more time for travel and to work with the non-profit organizations that we support.

Our Motto: Do What You Do Best and Let Your Team do the Rest

We would love to talk to you about the issues that you face as a new entrepreneur. You can use the information below to contact us.

dexter@mybizdreamteam.com

pamela@mybizdreamteam.com

Or you can follow us on social media or respond to one of our emails. We would love to hear from you!