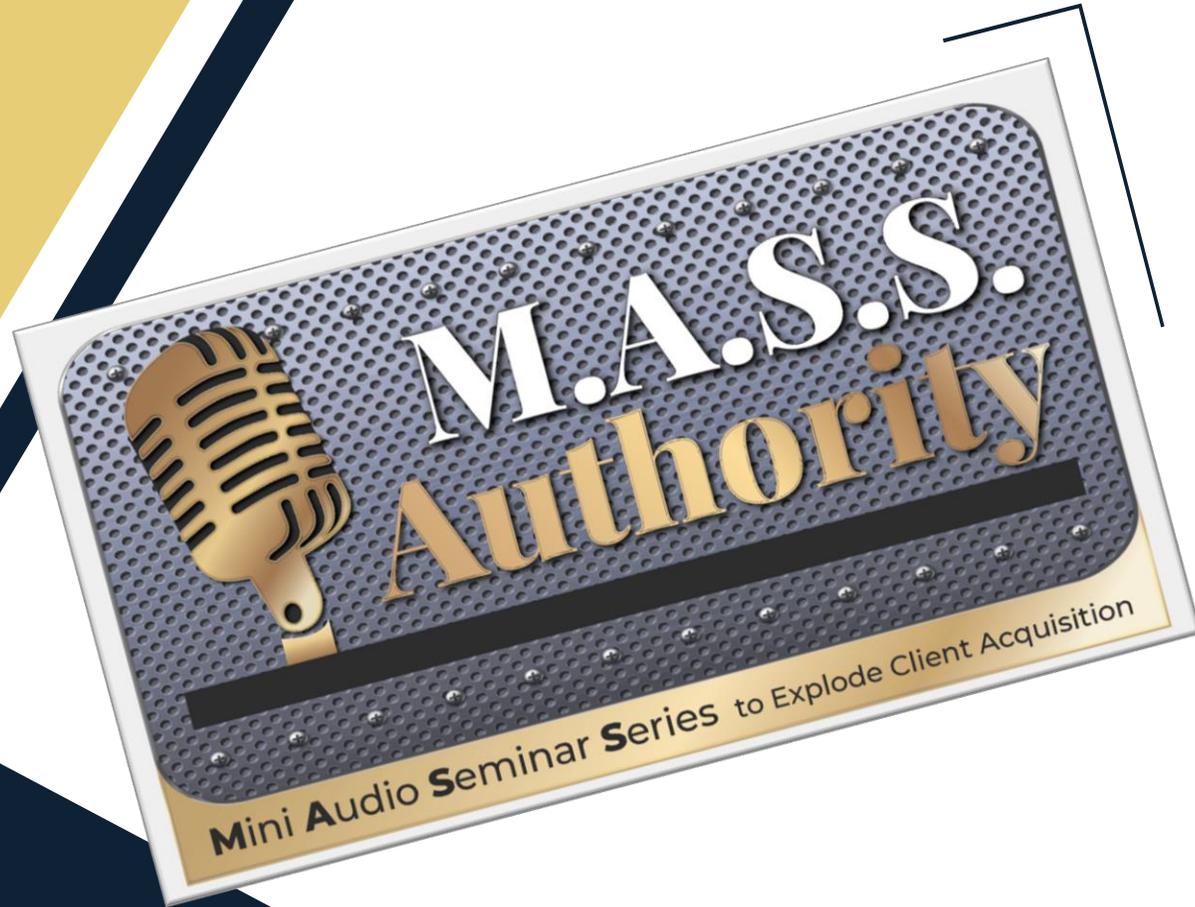




THE AUTHORITY  
POSITIONING  
COACH

How to Use an Authority  
Positioning Portfolio® to  
Get New Clients, Fast!







**MIKE SAUNDERS, MBA**  
AUTHORITY MARKETING STRATEGIST

*POSITIONING YOU AS AN  
INFLUENCER IN YOUR NICHE OR  
INDUSTRY TO ATTRACT MORE  
CLIENTS, INCREASE YOUR PROFITS  
AND MAKE MORE IMPACT*

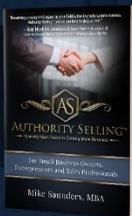
[MikeSaunders360.com](http://MikeSaunders360.com)



HAS BEEN FEATURED ON



*Mike Saunders*



## What you will learn today

1. How to build Authority Positioning on Google
2. How to be perceived as the go-to expert in your niche
3. How to create an “Mini Audio Seminar” series
4. How to draw prospects through the Buyers Journey





**MIKE SAUNDERS, MBA**  
AUTHORITY MARKETING STRATEGIST

POSITIONING YOU AS AN  
INFLUENCER IN YOUR NICHE OR  
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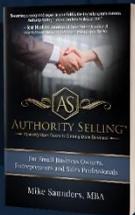
MikeSaunders360.com



HAS BEEN FEATURED ON



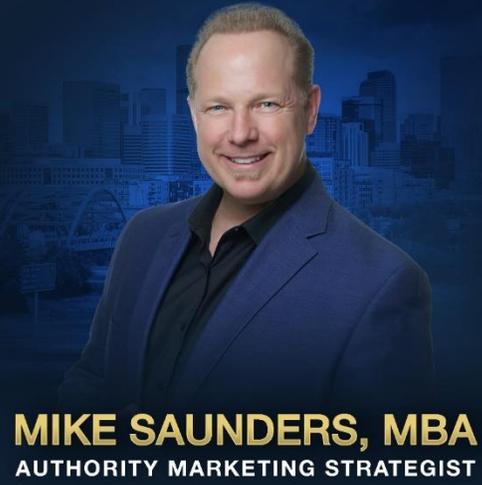
*Mike Saunders*



# 3 EASY QUESTIONS FOR YOU



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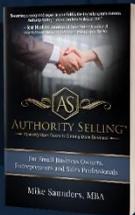
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**Do you look for high-value clients?**



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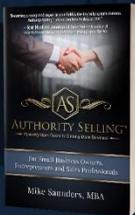
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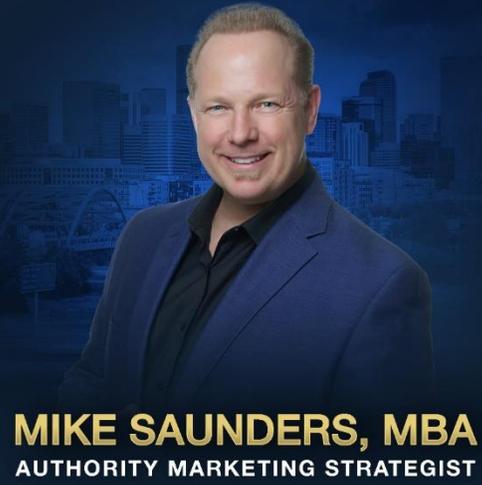
*Mike Saunders*



**Do you agree with the research that people trust verified experts & if I could show you a way to be seen as a celebrity expert in your niche or industry, do you feel that it would attract more clients to you?**



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CLIENTS, INCREASE YOUR PROFITS  
AND MAKE MORE IMPACT*

[MikeSaunders360.com](http://MikeSaunders360.com)



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*Mike Saunders*



**If this could be done to create omnipresence so you are seen as an Expert and Authority in your industry to attract more clients, would that be interesting?**



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# Wherever Prospects Find You...



**Wherever They Find You...**



**They Find Your Competition**

# Your PROBLEM: Getting Prospects To...



## CHOOSE YOU!

**I know you want a proven marketing system to increase your revenues with high-revenue clients. In order to do that, you need higher returns on every marketing dollar you spend to get more profit and more impact.**

**The problem is that "Shiny Object Syndrome" keeps distracting you with the latest marketing fad...and you feel pretty frustrated at the enormous amount of time you feel compelled to spend prospecting.**

**You go from attending leads groups, FB ads, Google ads....trying to make LinkedIn work...**

**In fact, you quickly discover that your TRUE problem you are trying to solve is Obscurity!**

**Your best prospects simply do not know you exist.**

## You May Be Wondering:

**Can an Authority Positioning Portfolio® help me consistently get high-value referrals and close more business easier and faster?**

**Used correctly, this will pre-frame you as the obvious choice to your target audience. My done-for-you solution is the #1 business growth tool for bringing you out of obscurity resulting in a crystal clear PURPOSE for taking your business to the next level!**

**Imagine seeing your influence & impact amplified so much that it effortlessly pulls your prospects through the Buyers Journey to easily convert them to new clients!**



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**Quick case study of Stanley Milgram, a psychologist at Yale University, conducted an experiment focusing on the conflict between obedience to authority and personal conscience.**



**... Here's how the Experiment worked:  
3 individuals were involved:  
the one running the experiment, the subject of the  
experiment and a volunteer.**



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**When a “wrong” answer was given an electrical “shock” was given. If at any time the subject indicated his desire to halt the experiment, he was given a series of verbal prods by the experimenter, in this order:**

-  **Please continue.**
-  **The experiment requires that you continue.**
-  **It is absolutely essential that you continue.**
-  **You have no other choice, you must go on.**

## The Results?

**They predicted that only 3.73 percent of the subjects would continue....**

**In Milgram's first set of experiments,  
65 percent of experiment participants administered the  
experiment's final massive 450-volt “shock”!**



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Milgram's experiment proved that:

“The marketplace will  
blindly  
**believe the words  
of an expert.”**”



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# Milgram's Law & Zipf's Law

Milgram's experiment proved that:  
"The marketplace will blindly believe the words of an expert."

Zipf's Law says that "your ideal clients intentionally narrow their choices to those who are on top."

The power of Milgram's Law is that you can become THE expert even if you are starting out from scratch, BUT you must understand how to leverage Milgram's Law and Zipf's Law along with your Authority Positioning Portfolio so that you can create a virtual "blockade" around your business to optimize your brand!



Would you trust  
**THIS GUY?**

## 7 Steps To Scale Your Business To 7 Figures

📅 January 25, 2019

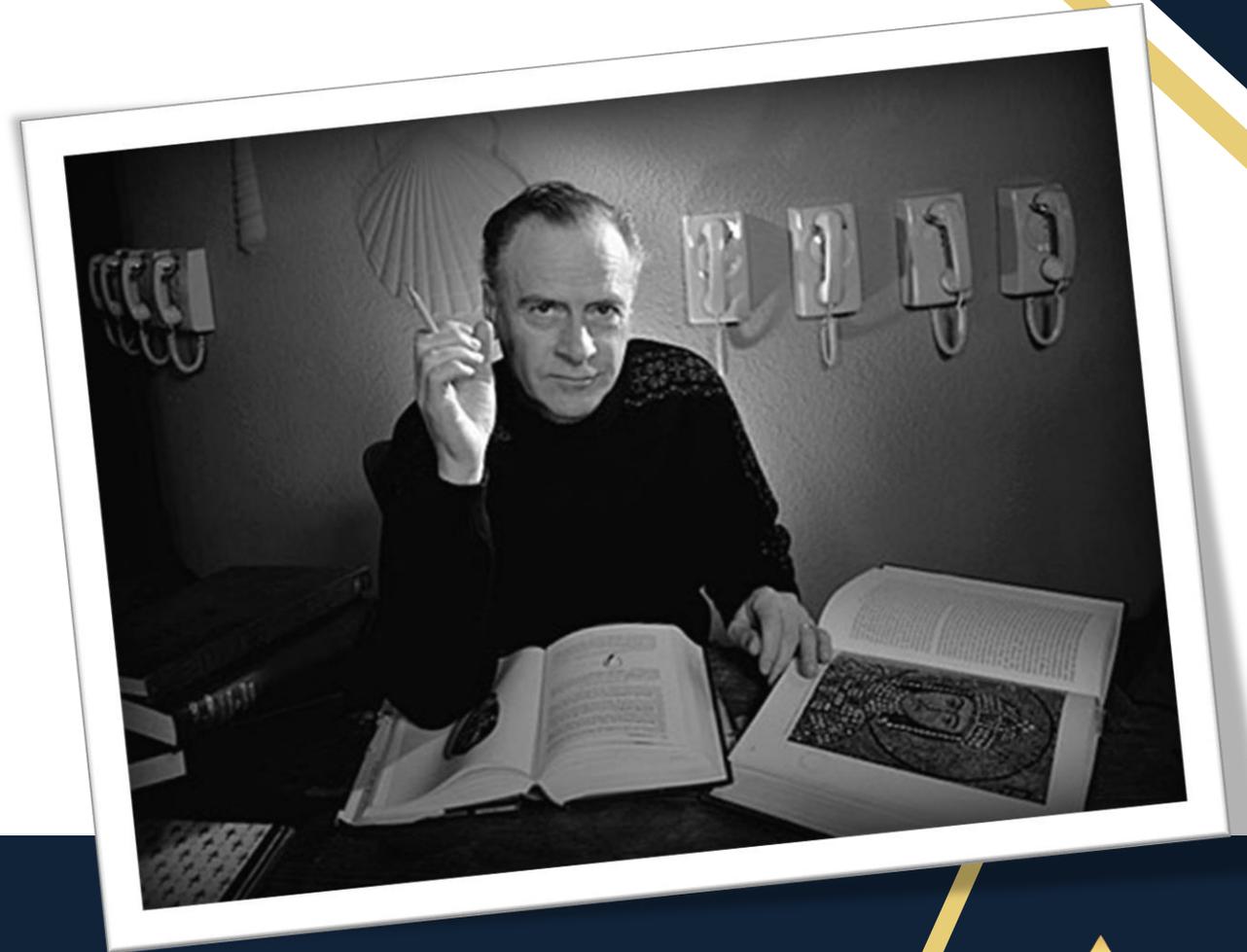
Next >



Canadian philosopher, Marshall McLuhan, wrote a book on media theory in 1967 called: "The Medium is the Message."

He said: The way we send and receive information is more important than the information itself.

This means that **WHERE** your content is seen, gives as much value as the actual content!



Now I want you to pause for a moment  
and let these points really sink in



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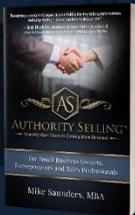
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HAS BEEN FEATURED ON



*Mike Saunders*



## Strategic Planning Assessment

- ✓ Do you know your client's Buyer's Journey?
- ✓ What is your current process in moving an interested prospect to a paying client?
- ✓ What is the average commission on a new client?
- ✓ Thinking about this amount, consider the difference between the temporary FB/Google ad campaign vs the permanent long-term results of a properly designed Authority Marketing campaign.



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**Authority Positioning Portfolio®  
to Optimize “The Buyers Journey” and how a unique  
event called “ZMOT” will help draw clients to you!**

## Optimize The Buyer's Journey Using Strategic Authority Positioning

 **Mike Saunders, MBA** Forbes Councils Member  
Forbes Coaches Council COUNCIL POST | Membership (Fee-Based)  
Leadership

POST WRITTEN BY  
**Mike Saunders, MBA**

*Authority Positioning Coach at Marketing Huddle. Helping you Radically Optimize Authority to become THE go-to expert in your field.*



GETTY GETTY

We've all been taught over the years about the traditional buying cycle of customers where you start with a "Suspect," and then it moves to "Prospect," "Engage," "Qualify," "Propose," "Defend" and "Close." However, over the years, this has changed.

I want to teach you how to insert powerful Authority Positioning Assets™ into the buyer's journey so that you are the obvious choice.

In the new process, the objective is to change "Suspect" to "Calm" and help "frame the problem." Instead of being the suspect, the



SCAN THIS QR CODE  
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INTERVIEW



SCAN ME



Stand out from your competitors by building authority. Be an educator and advocate for your target audience's success.

**- Mike Saunders**



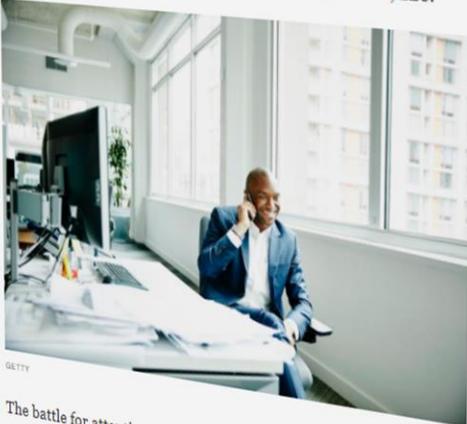
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Use an Authority Positioning Portfolio®  
to enhance lead followup

## HOW FINANCIAL PROFESSIONALS Can Amplify Their New Client Follow-Up Efforts With Authority Positioning

 Mike Saunders, MBA Forbes Councils Member  
Forbes Coaches Council COUNCIL POST | Membership (Fee-Based)  
Leadership

*The Authority Positioning Coach, positioning you as an influencer in  
your industry to attract more clients. | Marketing Huddle, LLC.*



GETTY

The battle for attention is at an all-time high, and financial professionals must stand out and get noticed and remembered to be seen by their best prospects in the most profitable light possible.

Today's financial professionals have much stronger competition than ever before because not only do they have actual competitors, but

Send To Cc Bcc Subject

Hi John,  
I am looking forward to our upcoming meeting next week where we will get to know each other and will show you how I approach serving my clients to help them plan for their retirement. This will be a discovery meeting, so no selling or recommendations will be made, I merely want to get to know you and what your objectives are for retirement. From there we'll be able to research some recommendations to present for your consideration.

Before our meeting, feel free to listen to a recent podcast episode where I was interviewed about my philosophy of serving my clients and what sets our firm apart. Here's are links to the interview, you can select the one you listen to your audio programs on:

- [Spotify](#)
- [iTunes](#)
- [Audible](#)
- [Pandora](#)

Make it a great day,  
Luke Acree  
Retirement Planning Strategist



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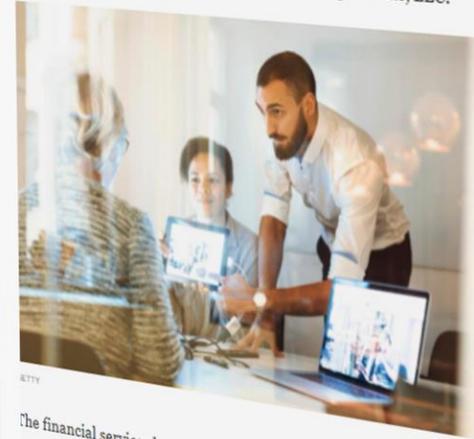
Use an Authority Positioning Portfolio®  
to close more deals

## How Financial Professionals Can Use Authority Positioning To Increase Lead Closing Rates



Mike Saunders, MBA Forbes Councils Member  
Forbes Coaches Council COUNCIL POST | Membership (Fee-Based)  
Leadership

*The Authority Positioning Coach, positioning you as an influencer in  
your industry to attract more clients. | Marketing Huddle, LLC.*



ISTOCK

The financial services business thrives on a full pipeline of prospects  
eager to discuss their financial needs. Your experience and expertise  
place you in the unique position to address these concerns and craft  
solutions to alleviate financial burdens and create income and  
potential wealth opportunities.



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white glove



PODCAST ALERT

# Be Advised

Leading with Value



“  
 When looking to secure clients and referrals,  
 you get to decide how you are viewed online  
 and what assets you bring to the table. The key  
 is confidence and authority.”  
 - Mike Saunders, MBA



THE AUTHORITY  
POSITIONING  
COACH

## Mike Saunders, MBA, Launches New Website as The Authority Positioning Coach and Announces Interview on the Award-Winning Podcast: Entrepreneurs on Fire with Host John Lee Dumas

Posted Nov 08, 2017 3:45 PM MST

Marketing Huddle, LLC President, Mike Saunders, concluded a rebranding initiative to fine-tune the focus of his marketing service. The Authority Positioning Coach, a boutique firm provides "done-for-you" Authority Positioning Packages to elevate a brand to a position of status and prestige.



On a recent episode of Entrepreneurs on Fire with John Lee Dumas, Mike Saunders discussed how to use an Authority Positioning Portfolio. According to Saunders, "Building Your Authority is Your #1 Priority."

Saunders said that "being seen as the go-to expert in your field is critical to eliminate stagnant business growth & keep you from being lost in a sea of noise!"

When host John Lee Dumas asked about his worst entrepreneurial moment Saunders answered, "making poor decisions and getting carried away with shiny objects. I was trying to gain visibility by doing all sorts of things, but, because I didn't fully understand the true problems that my target audience faced, I could not successfully guide them to success with a clearly defined plan."

He continues, "It has been so rewarding to work through this re-branding initiative for my marketing firm. After concluding client research, I have discovered a simple blueprint that I take my clients through which radically optimizes their authority and reputation."



Video Link: <https://www.youtube.com/embed/4tC0B00ac>

During the interview Saunders was asked what the one thing he is most fired up about and he replied, "Being able to coach my clients through a specific process to help them become credible before they become incredible."

Saunders concludes by saying "as the Authority Positioning Coach, I help Coaches/Consultants, Entrepreneurs break out of obscurity by amplifying their hidden expertise to a position of prestige & become THE go-to authority & expert in their industry. My "Authority Positioning Suite" package helps them become an Amazon bestselling author without writing a word requiring only 3 hours of their time. Through the process they have 7-10 Authority Positioning Assets™ built for their brand which serve as a long-term digital footprint for their target audience to discover. This works to pre-sell them before they even connect."

Those interested in learning how to effectively use an Authority Positioning Portfolio™ to land new clients are invited to request a complimentary copy of his 162-page book, Authority Selling™ which are available for shipment at: [www.AuthoritySellingBook.com](http://www.AuthoritySellingBook.com)

Listen to the full interview on Entrepreneurs on Fire: <https://www.eofire.com/podcast/mikesaunders>

Learn more about Mike Saunders, MBA: <http://authoritypositioningcoach.com>

Media Contact  
Company Name: Marketing Huddle, LLC  
Contact Person: Mike Saunders, MBA  
Email: [mike@marketinghuddle.com](mailto:mike@marketinghuddle.com)  
Phone: 720-232-3112  
Country: United States  
Website: <http://www.MarketinHuddle.com>

# AUTHORITY TRUST TRIGGERS

- People want to work with Experts
- Authority Trust Triggers Position you as a Recognized Expert in your field
- Making it easy for the Conscious Mind to justify the decision to work with you

Even if it costs more.

# AUTHORITY MINDSET

- AUTHORITY IS being an EDUCATOR & ADVOCATE
- We focus on the success of our prospects and customers
- We EMPATHIZE
- We give VALUE
- We solve PROBLEMS
- We deliver RESULTS



## Dan Kennedy - the Godfather of Direct Marketing

“If you aren't deliberately, systematically, methodically, rapidly and dramatically establishing yourself as a celebrity, at least to your clientele and target market, you're asleep at the wheel, ignoring what is fueling the entire economy around you, neglecting development of a measurably valuable asset.”



# TRUST TRIGGERS



Barry Rutten

April 18 at 2:36 PM · 🌐



I'm very pleased to announce my recent podcast interview got syndicated on several major news networks! Link in first comment.

**AS FEATURED ON**

**MEDIA**

NBC FOX abc NEWS CBS

**PODCAST**

audible pandora amazon alexia amazon music iTunes Spreaker YouTube iHeart MEDIA Spotify WCKG THE RADIO INNOVATORS RADIO

**Barry Rutten, CFP®**



171



76 comments

Like

Share



Barry Rutten

<https://businessinnovatorsradio.com/interview-with-barry.../>



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# GOOGLE INDEXING

The screenshot shows a Google search for "Kevin Coffey Complete Spectrum Financial Services". The search results include several entries with green dashed arrows pointing to them:

- Financial Planning | Complete Spectrum Financial Services ...**  
At Complete Spectrum Financial Services, Inc We're likely to introduce you to strategies that other financial firms won't. Our clients see their financial ...  
MOZ DA: 13/100 (-13%) Ref Dom: 139 Ref Links: 327 Spam Score: 1%
- Kevin Coffey - Complete Spectrum Financial Services - LinkedIn**  
Broomfield, Colorado, United States - President - Complete Spectrum Financial Services  
Kevin has been in the financial services industry since 1991. He is the Founder & CEO of Complete Spectrum Financial Services, Inc. Through it's Donation ...  
MOZ DA: 99/100 (+1%) Ref Dom: 10.36M Ref Links: 13.42B Spam Score: 1%
- Interview With Kevin Coffey, Founder and CEO of Complete ...**  
Interview With Kevin Coffey, Founder and CEO of Complete Spectrum Financial Services  
Discussing Social Security Claiming Options. Listen On.  
MOZ DA: 35/100 (-3%) Ref Dom: 967 Ref Links: 16.31K Spam Score: -
- Complete Spectrum Financial Services Inc Company Profile**  
A D&B Hoovers Subscription is your foot in the door to Complete Spectrum Financial Services  
Inc contact information. KEVIN COFFEY, Chief Executive Officer.  
MOZ DA: 74/100 (+10%) Ref Dom: 38.73K Ref Links: 41.48M Spam Score: 9%
- Kevin Coffey - Commercial Real Estate Listings | Showcase**  
Kevin Coffey, Founder & CEO at Complete Spectrum Financial in Westminster, CO has commercial real estate listings for sale or rent on showcase.com.  
MOZ DA: 44/100 (-4%) Ref Dom: 4.77K Ref Links: 4.55M Spam Score: 9%
- Kevin Coffey's Email & Phone - Broomfield, Colorado**  
President @ Complete Spectrum Financial Services Kevin Coffey grew up in North Denver and is a native of Colorado. He graduated high school from Holy Family ...  
MOZ DA: 45/100 (+2%) Ref Dom: 3.04K Ref Links: 6.46M Spam Score: 16%
- Kevin Coffey, Founder, and CEO of Complete Spectrum ...**  
Mar 30, 2022 - Kevin Coffey, Founder, and CEO of Complete Spectrum Financial Services, Discusses His Approach to Helping His Clients with Financial ...  
MOZ DA: 72/100 (+9%) Ref Dom: 6.11K Ref Links: 250.15K Spam Score: 11%
- Complete Spectrum Financial Services, Inc. | Better Business ...**  
Complete Spectrum Financial Services offers lifetime income planning, protection from ... Mr. Kevin Coffey, President.  
MOZ DA: 91/100 (+0%) Ref Dom: 331.4K Ref Links: 637.72M Spam Score: 11%
- Kevin Coffey - Complete Spectrum Financial Services - Apollo.io**  
View Kevin Coffey's business profile as President at Complete Spectrum Financial Services. Find Kevin's email address, mobile number, work history, ...  
MOZ DA: 52/100 (+16%) Ref Dom: 9.81K Ref Links: 16.25M Spam Score: 8%
- Interview With Kevin Coffey CEO of Complete Spectrum ...**  
Kevin Coffey grew up in North Denver and is a native of Colorado. ... Interview With Kevin Coffey CEO of Complete Spectrum ...  
YouTube - The Authority Positioning Coach - 1 month ago

The right side of the screenshot shows the business profile for "Complete Spectrum Financial Services, Inc." with details such as address (10090 Garrison St, Westminster, CO 80021), phone number ((303) 922-4300), and a "Popular times" chart showing activity peaking at 10 AM.



**STEP THREE:  
STEP INTO YOUR  
AUTHORITY**



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## Jeremiah Desmarais, founder and CEO of Advisorist® teaches a positioning strategy in his book “SHIFT”

This is Terry. Terry is a hardworking agent based in California.

He recently saved a small town more than \$26,000 in benefit costs with his creative strategies.

Do you think Terry is worth \$500 an hour?

Ninety percent of people will say no—just based on his picture.



Source: Jeremiah Desmarais, founder and CEO of Advisorist®

<https://advisorist.com/how-to-get-on-the-news-with-this-weird-insider-technique-advisors-are-swearing-by-in-2019-2/>



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## Jeremiah Desmarais, founder and CEO of Advisorist® teaches a positioning strategy in his book “SHIFT”

This is the same Terry who saved a small town \$26,000 in benefit costs.

And he’s been mentioned on CNN....Is this agent worth \$500 an hour?

“Whenever I pose this question to a roomful of people, 80 percent inevitably change their mind right then and there. All we did was make one small change to his photo.”

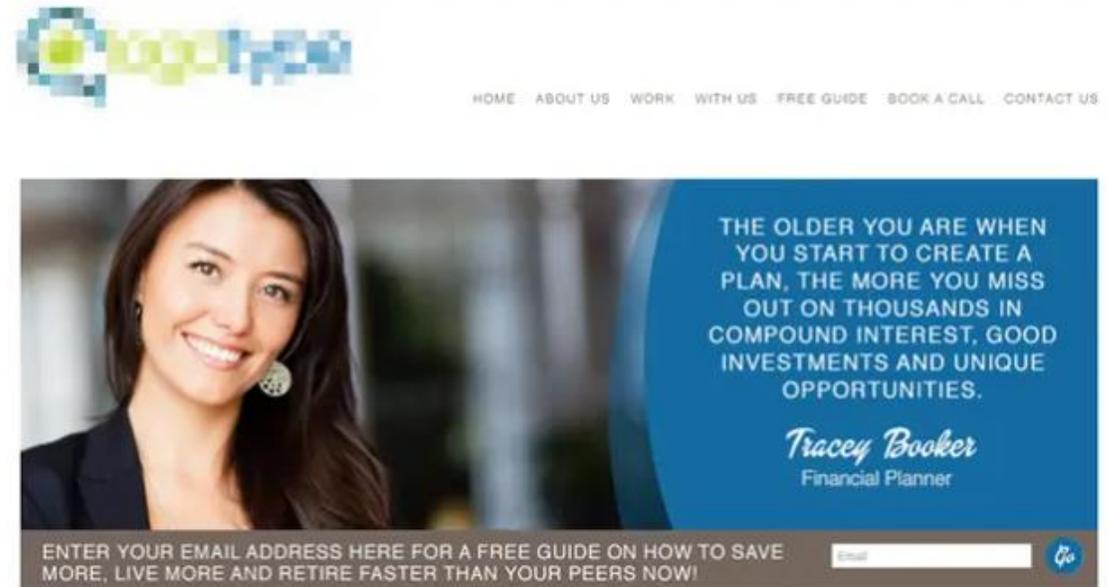


Source: Jeremiah Desmarais, founder and CEO of Advisorist®

<https://advisorist.com/how-to-get-on-the-news-with-this-weird-insider-technique-advisors-are-swearing-by-in-2019-2/>

## Jeremiah Desmarais, founder and CEO of Advisorist® teaches a positioning strategy in his book “SHIFT”

Look at this simple website. It’s for Tracey Booker, a 31 year old financial planner that does fee-based financial planning. Just based on the layout, would you pay her \$2500 for a comprehensive financial plan? Most people say ‘No’.



Source: Jeremiah Desmarais, founder and CEO of Advisorist®

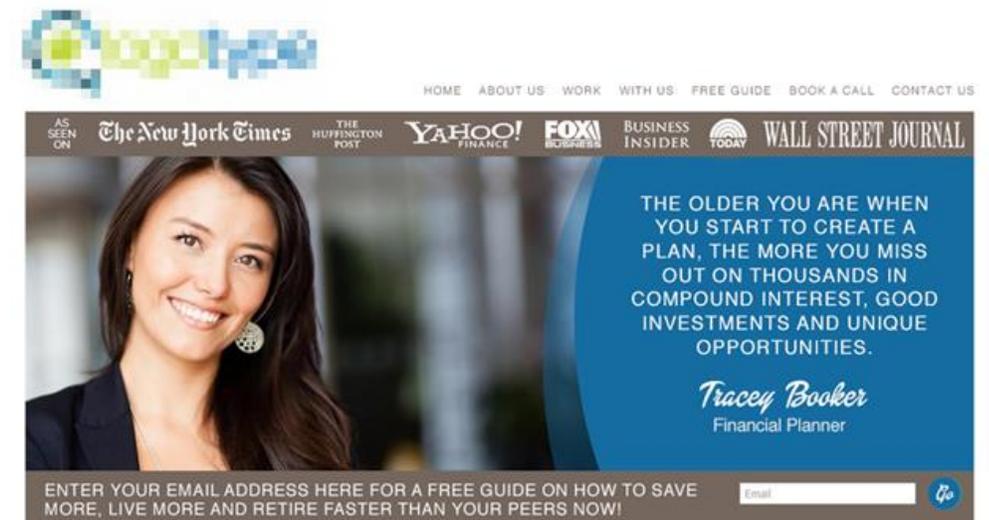
<https://advisorist.com/how-to-get-on-the-news-with-this-weird-insider-technique-advisors-are-swearing-by-in-2019-2/>

## Jeremiah Desmarais, founder and CEO of Advisorist® teaches a positioning strategy in his book “SHIFT”

But now look at the same website and let me make a slight adjustment... (see if you can pick it up)

Now, let me ask you the same question: Just based on the layout, would you pay her \$2500 for a comprehensive financial plan? In most rooms, about 80% of the audience turns around and says ‘Yes’.

You feel more confident about her expertise this time, right? Yet, the design of the site didn’t change at all. The ONLY change was adding their media citations.



Source: Jeremiah Desmarais, founder and CEO of Advisorist®

<https://advisorist.com/how-to-get-on-the-news-with-this-weird-insider-technique-advisors-are-swearing-by-in-2019-2/>

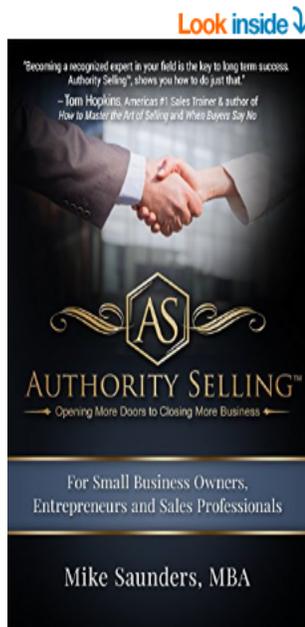


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# FREE GIFTS



## Authority Selling: Authority Marketing is the "Blue-Ocean" strategy that the top 3% of Influencers are currently doing to stand out as market leaders. Kindle Edition

by Mike Saunders (Author)

★★★★★ 8 ratings

[See all 2 formats and editions](#)

Kindle  
\$28.00

[Read with Our Free App](#)

In this book you will not find sales scripts or how to overcome objections, there are plenty of other books that cover that. What you will find, is an amazing interactive experience where you will learn specific strategies and concepts and then at the end of each module, you will have an exercise to do that will take your learning deeper. This is a weekend retreat in a book!

To get your FREE GIFTS go to [www.MikeSaunders360.com](http://www.MikeSaunders360.com)  
and click the contact tab to send me an email



MEET MIKE

## MEET MIKE SAUNDERS, MBA AUTHORITY MARKETING STRATEGIST



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INFLUENCER IN YOUR NICHE OR  
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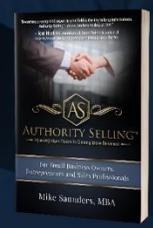
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# HOW COMMITTED ARE YOU



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