

AUTHORITY DOMINATION

**7 Power Steps To Becoming An
Authority In Your Niche Market!**



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1 INTRODUCTION

One of the most important things you can do for your online business is to become an **authority in your market**.

People underestimate the value of a recognized brand, but when they *finally* take action and begin building authority in their market, they are shocked by how much it impacts their business.

When you have secured authority in your market, you will:

- Be able to generate unlimited traffic to your site.
- Drive conversion rates through the roof.
- Gain access to endless joint venture opportunities.
- Be able to increase prices for all your products.
- Grow a massive, targeted mailing list.
- Command attention and recognition.

Authority equates to more money, because when people recognize you as a leader in your market, there is very little resistance when purchasing your products and services.

Since you have more at stake (your reputation and credibility), even new customers who research you feel far more comfortable buying from someone that other people recommend, and trust.

So, how can you quickly become an authority in your market and outsell the

competition?

This “Authority Domination” report outlines 7 power steps to becoming a trusted authority in your market, by building a world-class brand that’s all your own.

Let’s begin!

2 STEP #1: COMPLETE MARKET DOMINATION

Building a brand and becoming a leader in your market isn't nearly as difficult as you may think, but it involves a very strict focus.

Rather than trying to be everything to everyone, you need to begin with one market at a time. You then work towards complete market domination by saturating the market with YOUR brand.

To do this, you will need to first choose your niche. Consider this carefully because when you tie your brand to one topic or market, you will forever be linked as an authority in that specific field.

Consider:

- What are you experienced with?
- What are you most interested in?
- What do you feel you can offer that's unique and valuable?
- What do you want to be known for?

Once you have chosen your niche, it's time to begin a full market assault. You will need to set up a website, squeeze page, and social media accounts to begin weaving your brand message throughout your industry. While this can take a bit of time, once you have the brand-building tools in place, it will be easy to replicate for other niche markets.

Your website is key to building your brand and authority. You can set it up a number of different ways, including by using [WordPress](#) as the foundation for your entire

network. Just make sure that you optimize it based on your audience, and offer high quality content, tools, and resources.

Part of building authority in your market requires going **above and beyond** what other marketers in your field are doing. You want to stand out and offer your audience genuinely helpful information and tools that showcase your commitment to providing value.

Regardless of the niche market you are involved in, your brand begins with offering tremendous value. You will quickly become the “go to” person in your market if you give more than your competitor’s give, and you are transparent with your intentions to help your audience, nurture relationships with your customers, and provide exceptional value throughout every campaign, beginning with your website.

When adding content to your website, consider outsourcing to professionals so that you’re able to deliver the best quality material possible.

Consider creating “*pillar content*” within your authority-building campaigns. Pillar content forms the foundation for your website and is considered your very best material. Pillar content is usually in the form of tutorials, step-by-step lessons, guides, and “how to” based products and offers long-term appeal.

We call this pillar content “anchor content” – and they are pages on your site that would stand alone very well on their own.

You should accompany this with downloadable material where visitors can opt into your mailing list in order to receive free products and information. Always be on the

lookout for ways to build authority by developing your very own mailing list!

Just keep in mind that the quality of your content is the **driving force** behind being able to create a brand recognized for value and authority.

Your objective is to become an expert in your market, and so everything you do needs to emphasize your ability to deliver solid, high-quality content.

3 STEP #2: SIPHON CREDIBILITY FROM AUTHORITY FIGURES

One of the easiest ways of building authority in your market is to siphon credibility from established leaders.

They have already done the hard work in building relationships with their peers and customers, and in solidifying their place in your niche, so by associating yourself to them, you can siphon instant authority that will go towards building your own brand!

Your perceived expertise will be validated merely by your proximity to these professionals.

You can begin by targeting 5-10 leaders in your market, paying close attention to any outlet in which you can become visibly active.

For example, one easy way of siphoning credibility is to begin communicating with their audience through forums, websites, social media, and blogs. Leave valuable feedback including tips that will help their visitors, and through direct association and by providing value, you'll be able to garner attention instantly!

For example, if you leave helpful, well-conceived comments on the experts' blogs, you will gain a portion of their readership; they will read your comments and want to learn more about you. Once on your site, you have to WOW them with the type of awesome content that was discussed a bit earlier.

Another powerful technique is to interview the experts, and then offer this as a unique product on your own website!

By interviewing experts, not only are you able to develop a unique, high-quality product absolutely free (and very quickly), but you are able to associate yourself with the authority in your market!

People love interviews because it gives them insight into how an authority thinks, what they've done to be successful, and what your audience can do to achieve similar success.

4 STEP #3: TRADE CONTENT FOR CREDIBILITY

Another easy way of building authority in your market by borrowing credibility by association is to become a guest blogger. You can submit quality content that features your website links for distribution amongst authority blogs and websites.

Marketers and authority figures are always on the lookout for quality content that they can publish on their website. Their objective is to cater to their audience, while minimizing their workload and so by offering to guest write on their site, you both win!

You can also submit your content into content syndication networks and outlets that will circulate your articles throughout some of the leading websites and communities in your niche market. Run a quick search for content syndication channels in your niche, and then begin contacting all of the top leaders. Make sure that you have at least 2-3 high quality, full length articles to submit and that they are 100% unique.

Authority blogs and websites do not want to post rehashed content or material that can be found anywhere else, so you need to be sure that your content provides

exceptional value!

Whatever you do, **don't write crappy, "spun" content.**

Your content has to stand on its own. It has to be just as good—or better—than the expert you're writing for.

5 STEP #4: CREATE YOUR OWN PRODUCT LINE

You can also piggyback off of the success of authorities in your market by creating auxiliary products and special offers around THEIR products.

For example, choose 2-3 leaders in your field and identify what it is that they are offering their customers. Analyze their websites and products and then create your very own special offer around their main product.

Do NOT copy their product, but instead, create an offer that ties into their brand and offers additional value to customers.

Then, give it away on your website! Not only will you be able to generate traffic quickly, but you can offer the download through the back-end of your mailing list, so you can build a massive list of your own!

Then, take it a step further by creating additional products that you can sell to your new audience. The objective is to swipe traffic and credibility from leading authorities, and then turn that traffic into your very own customer base. You will do this faster and easier when you're able to offer a full product line of your own.

Start by developing a single product, and then expand your sales system to include one-time offers and back-end products. If you need to outsource the creation of your product, consider the following resources:

- <http://www.WarriorForum.com> (especially valuable for finding writers, designers, and copywriters)

- <http://www.Guru.com> (great place for expert writers)
- <http://www.Fiverr.com> (great place for cheap content that you can use to build your list – blog posts, articles, videos, etc. plus a good resource for getting quality graphics done)

Note: You can use high quality private label content as bonus products and value enhancers, from places like <http://bestqualityplr.com/>; however your primary products should all be original and exclusive to your brand.

6 STEP #5: BRAND YOURSELF

From day one, every marketing campaign, website, and product that you create should carry your brand messaging, identifying yourself as an authority in your market.

Create a signature for use on all blogs, websites, and forums that you participate in and include direct links to all platforms that you are a part of including:

- Your money pages (sales pages)
- Websites
- Blogs
- Hubs
- Social Media Accounts
- Articles
- Syndicated Content

You want to saturate your name and URL everywhere you can so that people begin to recognize it. Include a sign off in every email, every forum, and on every social media site that you participate in.

Forums are a great vehicle for building your brand and generating mass exposure for free, so search out the top 2-3 forums in your niche and get active!

The key word here is to be **ubiquitous**.

7 STEP #6: LINK YOUR OFFERS TO ESTABLISHED PRODUCTS

Another simple way of siphoning authority from existing leaders is to write comprehensive, full-scale reviews of their products. At the end of your review, offer a free resource that ties into the core product, and offers extended value.

For example, if an authority in your market is selling a guide to making money with WordPress, you could write up a review outlining the key benefits of purchasing their product, while also offering a free set of WordPress themes that will help customers minimize their workload.

This approach works really well for affiliate marketing. Rather than simply “give away” your complimentary (and complementary) product (as above in Step #4), tie it to an affiliate offer to that expert’s product! Offer it as a bonus for buying through your link. This is the sort of thing that super affiliates do. Often, the bonus is worth a multiple of the authority’s offer.

Not only will you make money from promoting the product as an affiliate, but you will gain authority and recognition by offering a quality bonus for free!

You can begin building your website on WordPress, instantly. Not only will this save you time, but WordPress is absolutely free.

Once you have created your website and developed (or outsource) expert written content, you will want to implement affiliate links, a shopping cart for your own products, as well as thank you pages and more.

8 STEP #7: BUILD A MEMBERSHIP SITE

Nothing speaks of authority like a membership site does!

When you build a subscription-based website, not only are you able to secure your place in your market faster, but you'll be able to generate a passive, recurring income from your niche market.

Nearly every authority figure offers a membership program of some kind because it's the most powerful way of building relationships in your market, and securing your foothold as a leader in your field.

Membership sites go beyond just the exchange of information and resources. Your membership site can easily become a full-scale community, where you are recognized as the leader instantly, while being able to tap into an ever-growing customer base that can ultimately maximize your profits faster than anything else.

Start off with a simple membership program that offers monthly content, tools, and resources and then expand your outreach by creating upgrades and additional products that tie into your membership theme.

The easiest way to build a dynamic, full featured membership program while also building your list, offering unlimited one time offers, back-end products and more is through a quality WordPress membership plugin like [Zaxaa Member](#).

9 CONCLUSION

Building authority in your market will dramatically increase your overall income, while setting you up for long-term success.

Once you've established authority in your market, it's extremely easy to dominate nearly any niche just by spreading your authority throughout.

Here is to dominating your market and maximizing your income for life!