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## BRIAN AINSLEY HORN GETTING STARTED WITH AUTHORITY MARKETING

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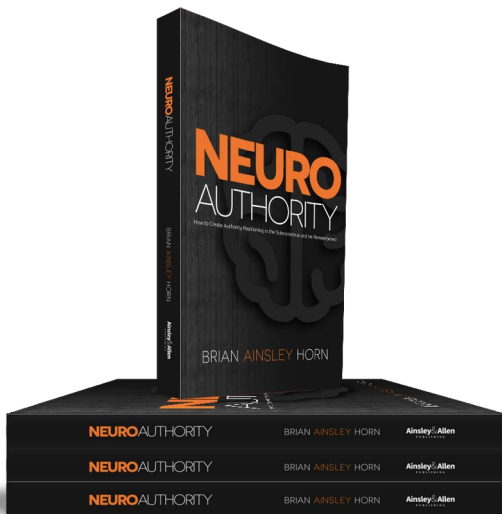
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# BRIAN'S BIO

## BRIAN AINSLEY HORN



Bestselling author, investor and entrepreneur, Brian Ainsley Horn, helps professionals leverage their knowledge to gain authority status in their industry, then uses "authority marketing" to get them national media exposure.

His unique method has been talked about and covered on The Howard Stern Show, Wall Street Journal, ABC, Perez Hilton, CBS, Forbes, Advertising Age and dozens of other media outlets. Inc Magazine even named Brian an "emerging business leader to watch."

Brian is a contributing writer for Entrepreneur Magazine, The Huffington Post, The Good Men Project, AllBusiness.com and Addicted2Success.

He is also an in demand speaker that has traveled the world entertaining and educating audiences.

Brian Ainsley Horn is a devoted Christian, proud father to two amazing kids and an advocate for children with Down syndrome.

# INTERVIEW TOPIC

*Feel free to use the following description in your show notes, social media posts or any content for publicizing the interview.*

Every single day we are faced with the task of selling ourselves to others. It could be as simple as getting people to Like your Facebook post. It might be closing the sale with a big, but elusive client.

And every single day, we face being invisible to our prospects due to information overwhelm. If you don't radically stand out as an expert and authority in your marketplace, you are fighting an uphill battle that you probably won't win.

There's a better way. A much better way that creates both immediate and long-term sustainable results. Using authority positioning tactics are not only in your best interest, but in their best interests as well. Doing this effectively, consistently, and predictably, however, takes a specific action plan.

Authorities — whether CEOs, entrepreneurs, sales professionals, consultants, etc. — seem to have a knack for gaining the trust from their target audience. And, while, for some it might be natural, for most of us it takes work. Fortunately, it is simple when done correctly.

In this chat, Brian Horn, shows us how to take our authority positioning to an entirely new level utilizing his:

## **Four Principles of Authority Positioning**

1. Becoming an Educator and Advocate
2. Defining Your Micro-Specialization
3. Building Trust Triggers
4. The Authority Snowball

Those who have mastered the tactics obtained through the Five Principles of Authority Positioning are nine steps ahead ...in a ten-step game.

And their lives, and their business, are a lot more fun, a lot less stressful, and a lot more profitable. And, that can be you!

# INTERVIEW INTRODUCTION

SUGGESTED INTRODUCTION FOR YOUR EPISODE WITH BRIAN



BRIAN AINSLEY HORN

**Ainsley Pronunciation:**

ain-zlee

ain - rhymes with main

zlee- rhymes with see

Can the average entrepreneur really get coverage and recognition in national media without already being a well known expert?

Our guest today says, "YES!"

Brian Ainsley Horn is the co-founder of the consulting firm, Authority Alchemy. He's also a contributor to the Huffington Post and Entrepreneur on the topic of authority marketing and personal branding.

In his best selling book ***"NeuroAuthority: How to Create Authority Positioning in the Subconscious and be Remembered"*** Brian reveals how professionals can leverage their knowledge to gain national media exposure and authority status in their industry through his combination of neuroscience and authority marketing.

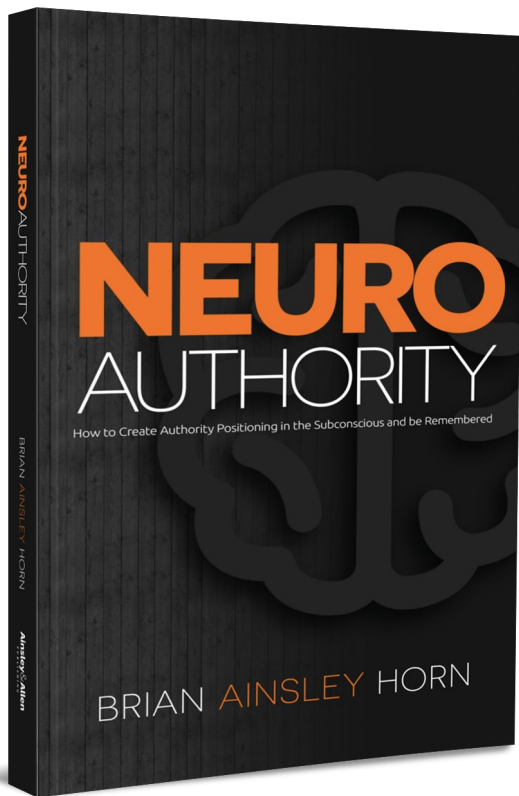
His unique method has been talked about and covered on The Howard Stern Show, Wall Street Journal, Perez Hilton, CBS News, Forbes, Advertising Age and dozens of other media outlets.

# INTERVIEW QUESTIONS

## SUGGESTED QUESTIONS FOR YOUR INTERVIEW WITH BRIAN

- 1 Let's start by defining Authority. What makes someone an Authority?
- 2 We've all heard the the age old advice "To be seen as an expert you have to call yourself an expert". You strongly disagree with this, in fact, you actually suggest there is absolutely no need to every call yourself an expert. Why?
- 3 How can people who just aren't comfortable thinking of themselves as "The Expert" get past this mental roadblock?
- 4 Your book digs into what you call "NeuroAuthority". Can you explain what that is?
- 5 Your concept of "Micro-Specialization" has gained a lot of popularity with your clients and followers. At the surface it may seem to go against conventional thinking. Explain how a business can grow by actually narrowing rather than broadening its potential market.
- 6 What exactly is Authority Marketing and how is it different from traditional marketing or branding?
- 7 What types of businesses will Authority Marketing work for?
- 8 What benefits should a business owner or professional expect from positioning themselves as an Authority?
- 9 Can you give us few examples of how an entrepreneur can apply "Authority Marketing" to ethically grow their business?
- 10 There is no question that you and your clients have seen amazing results with your protocol. How can listeners find out more about Authority Marketing and if it's right for their business?

# BOOK DESCRIPTION



**Author:** Brian Ainsley Horn

**Publisher:** Ainsley & Allen Publishing

**Website:** [neuroauthority.com](http://neuroauthority.com)

**Amazon:** [amazon.com/dp/B01N4NIWU3](http://amazon.com/dp/B01N4NIWU3)

What is “NeuroAuthority” anyway?

At a high level, it’s the combination of neuroscience and authority marketing.

**Neuromarketing** is a new field of marketing research that studies consumers’ sensorimotor, cognitive, and affective response to marketing stimuli. The technology is based on a model whereby the major thinking part of human activity (over 90%), including emotion, takes place in the subconscious area that is below the levels of controlled awareness.

**Authority Marketing** helps entrepreneurs leverage their knowledge to gain authority status in their industry. This authority status then allows them to dramatically amplify their message and convert their new audience into higher paying customers. In other words, it’s the process for positioning yourself as an authority, or even a celebrity, in your marketplace.

**NeuroAuthority** is the science of creating authority positioning in the subconscious area that is below the levels of controlled awareness. It’s using the proven tools of neuroscience to determine why we deem one person as an “expert” over another and then applying the research so you can use it to get more clients.

In his latest book, Best Selling Author and Entrepreneur, Brian Ainsley Horn reveals the concept of NeuroAuthority and uses case studies to back up his findings. He also provides actionable applications of it for entrepreneurs, small business owners, and professionals.

# HOT BOOK TOPICS

Here is a quick guide to some popular talking points covered in NeuroAuthority

*The chocolate candy experiment that laid the map for a way to build authority positioning using an ethical impulse reaction. (Pg 7)*

*The 5 part process to write your brand's story, so that you can connect with your prospects on an emotional level and turn them into customers. (Pg 32)*

*The one trait that will lead to certain downfall, and irreparably destroy your personal brand. (Pg 51)*

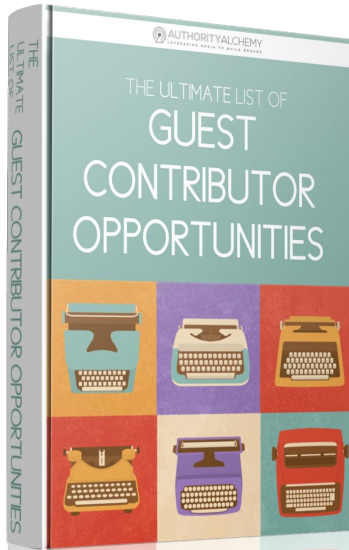
*The six steps to follow to create your first Authority Content Marketing Campaign (ACMC), so that you can leverage free content to build your brand. (Pg 72)*

*How to win back previous customers with a simple NeuroAuthority tactic. Email copy and phone script included. (Pg 108)*

*The #1 NeuroAuthority tool that less than 5% of entrepreneurs are using currently, and how you can start applying it for free. (Pg 118)*

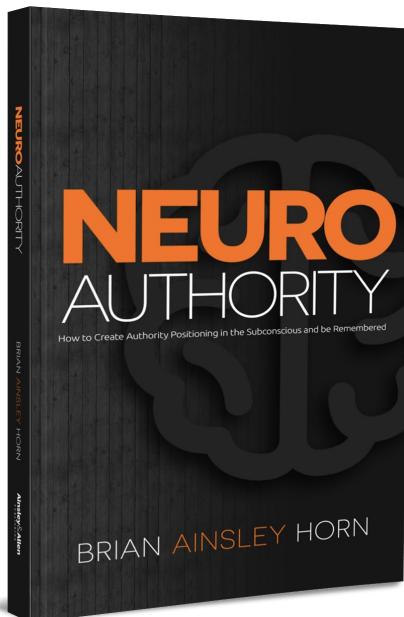
# GIFTS FOR LISTENERS

Here are some suggested but optional gifts that can be mentioned in the interview



You can offer your listeners Free access to Brian's step-by-step guide to becoming a contributor for Entrepreneur, Huffington Post, Inc, Forbes, Mashable and over 100 other authority sites.

<http://authorityalchemy.com/ultimate-list-guest-contributor-opportunities/>



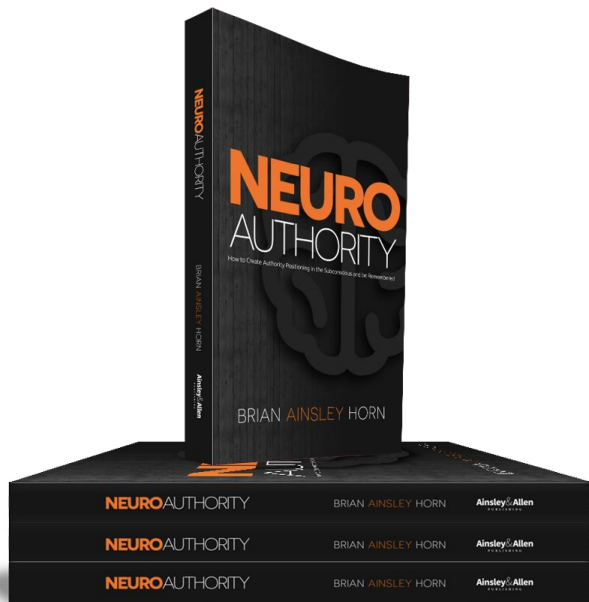
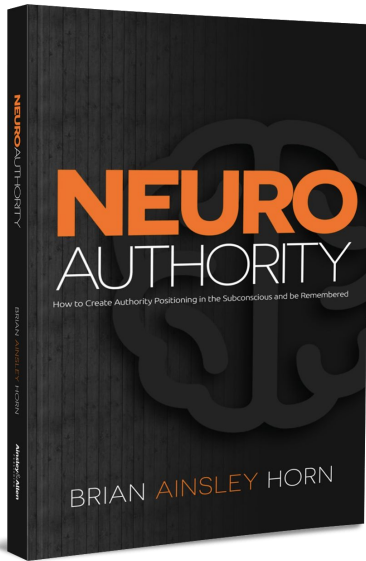
Your listeners can get a Free Copy of Brian's Best Selling Book "NEUROAUTHORITY"

(they only pay shipping & handling of \$5.99 in the US or \$9.99 Internationally).

<https://neuroauthority.com/free-book-page>

# PROMO IMAGES

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# PAST INTERVIEWS

CLICK IMAGES TO LISTEN TO EXAMPLE  
EPISODES WITH BRIAN

