

INSTANT AUTHORITY

**AMPLIFY YOUR INFLUENCE,
BECOME A SOUGHT AFTER EXPERT,
& PUT MORE MONEY IN YOUR POCKET**

TREVOR CRANE

I WANT TO PUBLISH YOUR BOOK

If I could rewind time, I'd tell my younger, less handsome self to publish a book. But until time travel is an option, I'm thrilled to work with you personally to help you skyrocket your impact, influence, and income.

—Trevor

Apply here: TrevorCrane.com/apply

ADVANCED COPY

Here's why you might want to throw this book away and run, cursing my name.

Here's why you might want to throw this book away and run, cursing my name.

What you're holding right now is **NOT** the final version of this book. It's missing a crucial element – **you**. When the final version is released, I want **you** and **your story** in it.

In this book, YOU the hero. At least, that's what I want for you.

Inside you'll find the bare-bones, cut-to-the-chase framework you need to build your **authority** - instantly. I keep it as simple as possible, so you can succeed as quickly as possible.

To help you even more, I'm inviting you to a **free masterclass**. Not some recorded webinar, this is **LIVE**, with me, so I can personally walk you through these steps.

When you sign up, you'll get all the bonuses that come with this book, and I'll personally walk you through the steps to help you and accelerate your success.

The best part?

It's all zero cost to you.

All I ask in return is, when we achieve success together, I want to share your success story. That means, when I re-release this book, I want your story in it.

Let's write the final chapter together and make your story a headline.

—Trevor

P.S. Get the book bonuses and sign up for the live bootcamp the, **Instant Authority Masterclass (IAM)**: TrevorCrane.com/authority

INSTANT **AUTHORITY:**

Amplify Your Influence, Become A Sought After Expert,
& Put More Money In Your Pocket

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HERE'S TO THE CRAZY ONES

Embrace your uniqueness.
You're just what this world needs.



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PREFACE

My client, Steven, committed suicide.

I can't help but fall in love with the people I work with. I go deep into what drives them, their goals, and the impact they want to make.

Steven didn't want to just grow his influence and make money; he wanted a tribute to his father, a guide for his wife, and a legacy that'd make his children proud.

He died with that message inside of him.

Steven's passing left me reeling. I felt like I had failed his whole family, not just him. I was haunted with the feeling that *I could have, I should have, done something different*. But the harsh truth was staring me in the face. **I wasn't enough.**

Steven needed a voice to guide him through his darkest hours, that could be a light in the darkness he so desperately needed.

Perhaps a voice like yours.

It just wasn't MY voice he needed. It wasn't his family or friends. He needed someone else. **Maybe, if he heard someone else's message, someone else's story, it could have changed his story. We're talking life and death.**

Maybe, the message he needed to hear - was YOURS.

This realization shifted my perspective.

My goal isn't just amplifying *my* message;
It's helping you share *yours*.

Today, I consider myself to have one of the most vital jobs in the world.

Each day, I have the privilege of meeting the most incredible people and helping them with their book. I show them how to help people amplify their message, so it reaches the people they love, the people they want to serve, and the people who need to hear that message..

Had I helped more people share their message earlier, Steven might still be with us.

My mission has evolved. It's not about getting the world to listen to me anymore. It's about helping as many people as I can, to find their voice and share their message.

Thank you for picking up this book.

Thank you for giving me the opportunity to help you share your message with the world.

The world needs you and your message. My aim is to help you amplify your unique voice, so you can connect with and help the people you want to serve.

Here's why your voice is crucial: They need you.

Who?

The people you want to help. They're out there right now grappling with challenges that you can solve.

While I may not know you specifically yet, I believe your voice can make a difference. Let me show you how your authentic self can impact lives for the better and create valuable, high-paying services at the same time.

The world needs YOU.

Seth Godin said it best in his book, "Tribes":

"We need you to lead us."

Authority isn't an option; it's a necessity.

It's the difference between being a fan, and being on the field. Without authority, you're invisible. With instant authority, you become in-demand.

The world needs what you have to say. I'm here to help you share your voice, your story, your greatness, with those who need it most.

Here's the bottom line: There are countless people facing challenges that you're uniquely equipped to help with. They need your story, your products and services... They need you.

But if you want to help them, they have to know you exist first.

Now that you know why you need **authority**, let me show you how to build it, instantly.

INTRODUCTION

*"People don't buy what you do; they buy why you do it.
And what you do simply proves what you believe."*

—Simon Sinek



INTRODUCTION

*“If people like you, they’ll listen to you, but if they trust you,
they’ll do business with you.”*
—Zig Ziglar

Welcome to the starting line.

My friend, I know you’re here for results. Fast results.

You want to be in-demand. The one everyone’s after.

Instead of chasing customers, you want them to KNOW you. LIKE you. TRUST you. DESIRE you. And... BUY your stuff.

I’m also guessing you’re also tired of the baloney.

You’re tired of countless marketers and “experts” promising you the moon, only to deliver a handful of dust.

Well, you're in the right place.

This book isn't filled with theoretical fluff.

It's a no-BS, cut-to-the-chase guide to finding your authentic voice, building **authority**, amplifying your message, and making a living by helping the people you love.

It may sound hard to believe, but the process I'm about to share with you doesn't have to take months or years. Many of my clients have seen success in days.

So let's define some terms that will serve as a common ground for this book.

First, let's define **authority**.

author·it·y

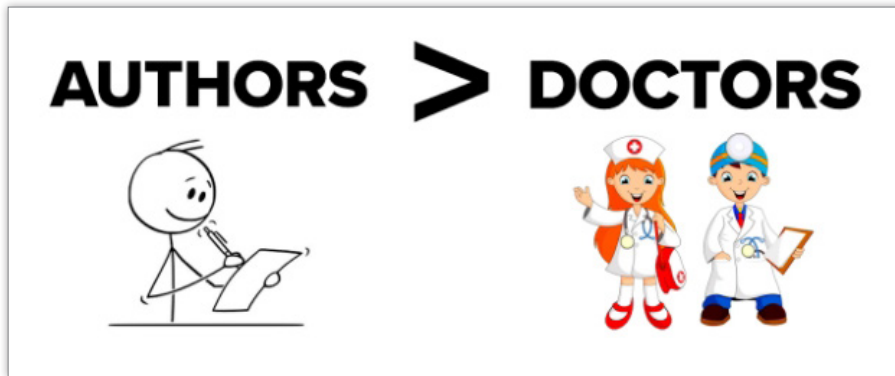
Part 1: **author·it·y**

It took me a long time to realize that the word starts with the word 'Author.' And that's no coincidence. Authorship instantly elevates you from being just another voice in the crowd, you're leading it.

I've often seen authors get more attention and **authority** than doctors.



Too many cooks in the kitchen, too many guru's yelling at you.



If you've not experienced this yet, it's almost like a magic trick when you publish, what I call, the "right" book. A book that shares the right message, with the right audience & inspires the right call to action. That is the right book to truly position yourself as an authority. That's the type of book I want to help you publish.

"What you do simply proves what you believe."

Your 'why', your mission, is the driving force behind your authority.

It's what gives your words weight and your message meaning. Your 'why' is the reason you get up in the morning, the passion that fuels your journey.

It's the promise of transformation, of insight, of a better way – not just for you, but for everyone you reach.

Let's summarize it like this:

When you're an **authority** you have the power to influence others. It amplifies your efforts so everything you do will have a bigger impact.

It is the key to establishing yourself as an industry thought leader, and sought after expert recognized for your specialized knowledge and unique value.

Being an authority gives you an unfair advantage.

"He was an authority on the stock market," or "She has the natural authority of one who is accustomed to being obeyed."

More words that evoke a similar emotional resonance when someone thinks of authority:

Command, Control, Supremacy, Dominance, Sovereignty, Jurisdiction, Mastery, Influence, Dominion, Rule, Ascendancy, Domination, Power, Sway, Leverage, Clout, Influence, Expert, Specialist, Professional, Master, Maestro, Guru, Sage, Scholar, Reputation, Standing, Prestige, Credibility, Integrity, Trust, Confidence, Esteem, Superiority, Eminent.

All very powerful words. **And what you're about to unlock is powerful too.**

We're going to go deep into what works, what doesn't and what actionable steps you need to win. **This is not just a guide; it is a commitment.**

It's also a promise. This will give you the essential knowledge and tools to not only STAND OUT but to profoundly INFLUENCE OTHERS and achieve substantial FINANCIAL SUCCESS through your expertise.

Consider this book as your comprehensive roadmap.

We'll take your PASSION, your KNOWLEDGE and your EXPERIENCE and transform them into a career or business that is lucrative and impactful.

You're about to learn how to:

- Reverse engineer your success with the AUTHORITY BLUEPRINT
- Get ATTENTION and become irresistible, and how to do it fast, all without sacrificing your integrity or your sanity,
- ATTRACT clients like moths to a flame, by making your unique experience and expertise magnetic,
- Inspire people to take ACTION and sell without convincing or chasing. And,
- ACCELERATE your success, with our 3-part proprietary process.

You don't need fancy tricks or the latest fads. There's none of that in this book.

Instead, I'll be showing you the core principles that attract the right people to you. The goal is for you to become magnetic.

Every chapter is a step towards that goal. We'll tackle the real challenges you face and arm you with practical solutions.

And if you've ever thought, 'But I've tried everything.' I get it. It sucks to feel that way.

But this just means that you and I are in good company.

Thomas Edison tried 10-thousand-bazillion times to make the lightbulb.

The goatee-wearing Colonel of Kentucky Fried Chicken, **Colonel Sanders**, failed 1,009 times before finding a restaurant willing to put his chicken recipe on the menu.

Abraham Lincoln lost eight elections, failed twice in business, and suffered a nervous breakdown before he finally found his path and became one of the most revered presidents of the United States.

I'm no different. Most of the things I've tried didn't work. And that's okay.

The truth is, you've been lied to.

Trying everything willy-nilly is a recipe for disaster. It's about having the right strategies, executed in the right way. And that's exactly what you'll learn here.

You see, the secret isn't about fancy tricks, tactics or the latest fad. It's about understanding the core principles that attract the right people to you, drives your business growth, and maintains customer loyalty.

The secret isn't about fancy tricks, tactics or the latest fad.

It's about how to cut through the noise so you can stand out enough for people to **know you exist and being so good they can't ignore you. Then it's about becoming so damned irresistible, they can't help but want more of you and buy your stuff.**

Every chapter of this book is a step towards that goal.

Together, we'll look at the real challenges you face and arm you with solutions.

Together we'll craft a customized roadmap to build a brand and a business that brings you Superfans to doorstep so you stop chasing your tail and start attracting the people you want to be a hero to.

We're All In The Same Business

I was in my early 20's when my first millionaire mentor told me that the secret to his success was love.

Here's what he told me, "I only pick projects I love. I only hire people who love what they do. And then every day I get to live in love."

If you're anything like a younger Trevor, hearing that makes you want to throw up in your mouth. All I could think in the moment was, "Shut up, man. Just tell me what I really need to do to be successful."

It's hilarious to me that today, my attitude's come full circle.

At the risk of sounding as cheesy as my mentor (or worse), I'm about to tell you something very similar.

We're all in the same business:
THE LOVE BUSINESS

At the time I'm writing this, I'm about 2 weeks away from my 52nd birthday. It's hard for me to articulate how fervently I believe that we're all in the **love business**.

Maybe you're not convinced. Maybe you don't love what you do. Or you don't love who you do it for. Well know this, my friend: love is the secret to success.

The Love Business is at the foundation of this entire book. (I wanted to title it Love Business, but I didn't think you'd pick it up, if I did.)

Follow along with me as I break down each piece of **The Love Business** illustration, so you can see how it relates to you and your business.

Let's start with the 2 hearts in the image. These represent WHO you love, and WHAT they love.

I'll explain.

Who do you love? (The heart with the smiley face.)

Think, who do you want to be a hero to? Who do you want to serve? Who would you really love to work with? Who would be an ideal client or avatar for you? Those people are who you love.

In business terms, this is your MARKET.

What do they love? (The heart with the \$.)

What they love is broken down into two parts:

1. **Problems** solved, and
2. **Results** delivered

Ideally, these are your products and services.

In business terms, this is your MESSAGE.

The bridge in between is your MARKETING.

Or what I'm going to refer to in this book as, **AWESOME MARKETING**

Because the word AWESOME is an acronym that will unlock your instant authority and your "awesome" marketing.

THink of it as being the shortest, fastest, or most efficient way to connect your MARKET (the people you love) with your MESSAGE (the products and services you offer)? This connection is your AWESOME MARKETING

I like to illustrate the "Love Business" (Market, Message & Marketing) I'll introduce you to my wife.

I love my wife. My wife is what you could call an ideal client for me. (Hint, hint. Wink, wink.) It is no secret that I love her more than any other person on this planet. On a personal level, she's my **"market."**

What does my wife love?

Dark chocolate.

All I have to do, to be the hero in her eyes, is to get dark chocolate in the house. I don't even need to bring it to her. She can sniff it out. (Even when I hide it.)

Dark chocolate = Trevor is a hero.

Again, my wife is the **market**. The dark chocolate is my **message**. And me bringing it home is my **marketing**.

The "marketing bridge" when someone loves something, and has a burning "desire" for it, is pretty short.

Simple right?

You would think so. Except, I have occasionally made a mistake, and brought the wrong kind of chocolate, and here's what happens.

See, I love milk chocolate. If I make a mistake, and bring home something I love, *for me*, **I get in trouble**.

My wife will still eat the chocolate! Then, she'll storm into my office, with a half-eaten bag of my milk-chocolate awesomeness, and in an accusatory tone demand, "Why do you keep buying this junk?!"

Inevitably, I mumble that I got it for me, not her. But she DOES NOT CARE. Her response is, "You know I'll still eat it! And it's just not worth the calories. Stop buying this crap!"

And god forbid that I bring home what my daughter loves, white chocolate. If I do that, I'm in big BIG trouble. Because my wife is confident that white chocolate is pure poison.

And I thought chocolate was chocolate. *Apparently not*.

My friend, I see people make this mistake all the time. They assume that they know their client. That they understand their wants and needs. And maybe you do.

But if you get it wrong, just a little bit... you might piss them off.

Or worse, they don't get pissed off, they just ignore you. And your marketing is invisible. And even worse? You don't know it. Because they don't care enough about you, to tell you.

Ouch.

(By the way, do you have a "chocolate" drawer? Recently I found out that my wife has a chocolate drawer in her office. I had no idea this was a thing. I'm actually not convinced it is a thing, but she assures me many people have a chocolate drawer. Do you know anyone with a drawer like that? I didn't think so. I think my wife is full of it.)

Wrapping It Up: Love Leads the Way

As we march ahead, remember, the love business isn't just a nice touch – it's essential. It's what makes us stand out, build real bonds, and, ultimately, succeed in a way that feels amazing. The future isn't about who's the loudest; it's about who's got the biggest heart. And I'm all in on that journey. How about you?

So, what do you say? Ready to make some magic happen with a whole lot of love? Let's do this thing together, and have a blast along the way!

Most People Get This Backwards

Here's what most of the world, and most people in the business of books think.

Certainly, most publishers will lead you to believe that the first step in creating your book is to “write” it.

Then, once its done and perfect, you “market” it. Then after people start loving it, you “monetize” it, and make some of that “passive” income everybody dreams about. And that once you do that, you’ll meet your “mission.” Aka, you’ll be happy.

(See the image with these words stacked on top of one another, WRITE, MARKET, MONETIZE, MISSION.)



What’s the dream?

Well after about a decade working with thousands of authors, I think I have a good idea.

And, before I tell you what I think the dream is, note that I used to be this delusional as well. In fact, I failed to write and publish a book for 20-years.

Pause for a second.

Did you hear that?

I TRIED AND FAILED TO PUBLISH A BOOK FOR 20-YEARS.

I get it, that is NOT what someone would typically shout about. But it’s my truth. And I share it, only because I don’t want you to make the same mistakes as me.

Here we go. What’s the dream?

I think the dream (wet dream) that most people hold in their mind is that they will be “found.” And when a big publisher finds them... they fall in love with their book idea! And then pay them a fortune for that idea.

Oh! And then there will be movie rights.

And merchandising!

And eventually Oprah...

And J.K. Rowling will both want your autograph.

So... with dreams of sugarplums dancing in their heads, and Kevin Costner whispering in their ear, “If you build it, they will come.” and they go to work.

And they write that book.

And a year.

Or two.

Or three.

Or a decade, or more go by.

Once it’s done. They finally release it. And it’s up, on Amazon. Yay!

And they’re so excited!

And then...

And then...

Crickets.

See they try to market their masterpiece, and their book, that they worked so hard on, dies in oblivion.

I've literally been on the phone (zoom now) with HUNDREDS of authors in tears, when they finally confide with me that their worst nightmare came true,

Nobody cares about their book.

Know what happens most of the time?

In 2018, the Nonfiction Authors Association published that,

**Most authors sell 250 books or less in their lifetime.
And that the average author earns less than \$500 from
book sales.**

I'm not trying to be critical.

Again, I failed at this more than most.

And I'm not saying that these authors didn't write great books. **That's not the case.**

The truth is, these great ideas, and great books, die in oblivion, because.

**Most authors don't have a clue how to market or monetize
their message.**

I think there must be some deeply ingrained emotional attachment to suffering, or the need to go on sabbatical like Ernest Hemingway and write the perfect book. And make it perfect. And get it just right. And, "Shhh... don't tell anyone... Yes, I'm writing a book, but I certainly won't tell anyone about it "before" until it's done." As if they need to hide that they have a new book coming out.

And then...

Once it's done. They market it and you try to find a market for this amazing masterpiece that you put together. And then maybe after you try that a little while, and I've talked to hundreds and now thousands of authors about their books and many of them in tears that the book marketing wasn't doing what they wanted it to.

Their book died in oblivion. Their, their voice that and all their hard work. didn't make enough money to sustain the mission [00:08:00] that they had with this book. And it's not that they didn't write a great book. That's not the case. These are great ideas that died because they don't know the mission, the money, the marketing.

**We do something very different than
every single publishing company on the planet.**

I'll explain here, but you'll learn more about this when you join our IAM workshop.

First, before you write your book.

We help you to "reverse engineer your success." It's Step 1 of this book, called your "Authority Blueprint." (see new image.)



Then, we help you market the hell out of your book BEFORE YOU WRITE IT.

Yes. We help you position your authority in the marketplace NOW. Not after your book is done.

As you may have heard me say before, we only publish successful authors.

PHASE 1: PLAN

What do you want? Let's reverse engineer that result and your success.

PHASE 2: PROMOTE & PROFIT

Promotion means marketing. And Profit means... well money of course. But it also means that you are able to get people to do what you want them to do.

Think about it this way.

If you can't get people to give you their phone number, optin to your email list, watch your video, or listen to your voice, then you've probably not figured out what to say to get their attention.

And you've certainly not figured out how to craft a message, on a platform that attracts the people you want to help.

And you should probably work a little on that, before we release your book.

And we work with and works with you to create "desire" for you, your book, and your products and services - BEFORE your book comes out.

But don't worry!

During the IAM workshop and you read the rest of this book, we're going to figure out your clear mission of what it is that you're trying to accomplish, a money plan to make that come true, a marketing plan that creates an army of advocates to go ahead and help you get it done right.

And again, since you're getting this book, you want to go ahead and make sure that you sign up for our publishing deal, uh, if you want to and sign up for the next training that we have. Uh, that's my free gift to you. Now. Yeah. I told you that we weren't going to have your money, like your book wasn't going to turn into this, to money necessarily, but your book ideas could.

Starving Author vs. Epic Author

A starving author wastes time and money writing book(s) that few people ever see, and even fewer people care about. While epic authors increase their impact, influence and income while creating books that change the world.

Welcome to the path of *Instant Authority*.

Turn the page and let's do some epic shit together.

*"The only way to do great work
is to love what you do."*

—Steve Jobs