

The Accomplishment

The Accomplishment Checklist

- √ Highlights a “win” in a fact-based manner.
- √ Do not praise yourself too much.
- √ Be factual and write from the third person perspective.
- √ State exactly what happened.
- √ Provide some details about event.

Headline

[Your Name] [Your Accomplishment] [Relates to Your Magic]

Example: Brian Horn Appears on Howard Stern to Talk About Building a Successful Brand

Paragraph 1

- √ Name
- √ Business
- √ Restate the accomplishment in greater detail.

Example: Author and entrepreneur, Brian Horn, appeared on Howard Stern's SiriusXM radio channel on Friday to discuss how to build a powerful personal brand like Stern's.

Paragraph 2

- √ How you achieved it
- √ Why you were chosen for it.

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Example: Horn wrote the Huffington Post article, 'Build A Brand Like Howard Stern: 4 Lessons From The King of All Media' on July 9, 2014. Brett Larsen of Howard 100 News saw the article and contacted Horn for an interview.

Paragraph 3

√ One to two sentence “humble brag.”

Example: “As a fan of Howard Stern show for many years, it was a very exciting to experience to get to be a part of it. To think that 4 million listeners heard my thoughts on personal branding is surreal,” said Horn.

Paragraphs 4 and 5

√ More details about the accomplishment

Example: Stern's critics may not have run out of unsavory things to say about him, but if you look closely at his success, from his career in radio to his foray into writing books, and even TV shows and a movie, you'd know that he's on to something really good and that you can pick up several lessons from him.

In the interview, Horn went on to discuss the four branding lessons entrepreneurs can learn from Howard Stern that he covered in the Huffington Post article.

Paragraph 6

√ Set up the testimonial

Example: Horn has been helping entrepreneurs with their branding in a unique way he calls “authority marketing” for years.

Paragraphs 7 through 9

√ Quotes from clients and customers explaining how you helped solve the problem explained above.

√ Do not oversell or overuse superlatives.

Example: “Within 24 hours Brian had gotten an article I'd written picked up for publication by the Wall Street Journal, CBS News, ABC, Fox, a nice piece in the Miami Herald and numerous other outlets who saw it and published it,” stated Kevin Nations, a high ticket sales expert.

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“The Authority that Brian Horn offered was one of those things I never thought about before. I was instantly intrigued, but still a little cautious. I did my research, and Brian had glowing recommendations from everyone I spoke with about him. So I tried it ... and it plain works,” said Facebook marketing expert Ben Adkins.

Paragraph 10

√ Closing call to action.

√ Simple.

Example: To hear the full interview, or for more information on Brian Horn and authority marketing, visit AuthorityAlchemy.com.

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Brian Horn Appears on Howard Stern To Talk About Building a Successful Brand

Authority Alchemy co-host, Brian Horn, recently appeared on Howard Stern's SiriusXM Radio channel in an interview about how businesses can develop a celebrity brand like the famous, "King of All Media".

Houston, TX,, USA - - July 15, 2014 /MarketersMedia/ — A pioneer in the field of authority marketing, Brian Horn, appeared on Howard Stern's SiriusXM radio channel on Friday to discuss how to build a powerful personal brand.

Horn wrote the Huffington Post article, "Build a Brand Like Howard Stern: 4 Lessons from the King of All Media" on July 9, 2014. Brett Larson of Howard 100 News saw the article, and contacted Horn for an interview.

Horn stated, "Stern's critics may not run out of unsavory words to say about him, but if you look closely at his success, from his career in radio to his foray into writing books and even TV shows and a movie, you'd know that he's on to something really good and that you can pick up several lessons from him."

In the interview and the article, Horn went on to discuss the four branding lessons entrepreneurs can learn from Howard Stern that he covered in the Huffington Post article.

The full article can be read at: http://www.huffingtonpost.com/brian-horn/build-a-brand-like-howard-stern_b_5571644.html

The interview can be heard at: <https://soundcloud.com/howardstern/the-business-lessons-you-can-learn-from-howard-plus-medicated-pete-returns-to-the-strip-club>.

The Howard Stern Show made its debut broadcast on Sirius on January 9, 2006, and currently has more than 6 million listeners.

Brian Horn is long time entrepreneur, co-host of The Authority Alchemy Show and writer for The Huffington Post on the topic of "authority marketing".

He is also a 3 time best selling author that has helped many top celebrity entrepreneurs with their online branding and marketing.

Brian consulted exclusively with these celebrity entrepreneurs for nearly 5 years before exploding onto the scene in 2009.

He has since has been profiled and featured on Wall Street Journal, ABC, NBC, CBS, Fox, Forbes, Advertising Age and dozens of other media outlets. Inc Magazine named him as an "emerging business leader to watch".

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Brian's goal is to find the magic in each of his clients, help them position it, get national media attention for it, and leverage that attention into more customers and profits.

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

For more information about us, please visit <http://authorityalchemy.com>