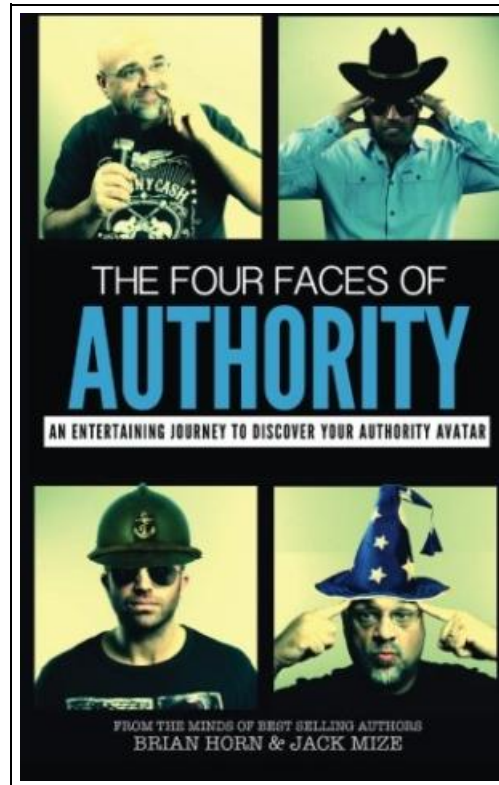


The Four Faces of Authority: Discover Your Authority Avatar



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Reviews

*Extremely helpful to any or all category of individuals. It really is rally fascinating throug studying time period. I am just quickly could possibly get a pleasure of reading a composed ebook.
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THE FOUR FACES OF AUTHORITY: DISCOVER YOUR AUTHORITY AVATAR



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Createspace Independent Publishing Platform, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.WHAT S YOUR AUTHORITY AVATAR?Almost everyone has done a personality test at some point in their lives. Usually it confirms things you already knew about yourself.like you re a detail oriented introvert or you re a big picture extrovert. Good to know, but does it really make a difference in your life?Would it be more beneficial to you, if you knew what persona or avatar was a good fit for you to become a leading authority in your marketplace? You might think there are hundreds of possibilities, but in actuality there are only four.WHICH AUTHORITY ARE YOU?Every person that is considered an authority know this and focus only where they are strong. Unsuccessful people flounder back and forth between the four types which confuses their customers and prospects. When people are looking to work with an expert, what they really want is to identify with them in some way. This way will change depending on what need or pain the expert is helping resolve. They may want someone that has struggled to gain attributes and qualities that they want to achieve themselves. Or maybe they may want the expert to simply have the ability to motivate and push them to the next level.Your Authority Avatar is something you should carefully consider before you make a big mistake in communicating with your prospects in a way that may actually push them away.In The Four Faces Of Authority: Discover Your Authority Avatar, authority marketing pioneers, Jack Mize and Brian Horn dissect and explain each of these archetypes, so you can decide which one is a good match for you, then amplify those traits so you can quickly...



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