

Advantages of being seen as an expert



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10X – The Business X-Factor

POSITIONING your business, or positioning yourself as an industry expert means that people instantly see you as the authority on a certain topic. This coveted position enables you to charge more for your services because people know that the advice they receive is going to be outstanding. Better still, as your expert status grows, you'll find that you start attracting a higher calibre of clients.

That means you'll be earning more while working with your favourite type of clients.

What's more, as soon as you're seen to be the industry expert on a topic, you'll generate more referrals. You'll also find yourself being called by journalists wanting to quote you in their publications (this then builds your expert status in the marketplace further).

The best news is that you don't need to be the pre-eminent expert on a certain topic to be perceived to be the expert. Obviously, you do need to know your stuff but you can shortcut the process significantly by undertaking the following activities ...

1. Write a book

THE instant your name appears as an author of a book (whether you self-publish or get published) you are seen as an authority on a topic. The book needs to be very interesting to read in the eyes of your target market. It doesn't need to be a mainstream bestseller. The

point is to position you as an expert in the eyes of people who buy from you – that's it.

2. Run seminars and workshops or speak at other events

BEING an author turns you into an expert and so does being a speaker. The moment you get on that stage you are elevated to "guru" status. Or – you might decide to go on the speaking circuit and list yourself with a speaker's bureau and speak at corporate conferences.

3. Testimonials

FEATURING testimonials from clients and high-profile peers is a great way of positioning you as a business development expert. Use testimonials prominently in all your marketing material – the more the better.

4. Send out media releases

WHENEVER something newsworthy happens, either in your industry or for your business, send out a media release to media outlets. The more media coverage you get, the more you are perceived as an expert by the public and by the media and the more new clients you'll attract.

5. Establish a knowledge base and strategy guides

AGAIN, "Knowledge is King". The more information you provide clients, the more knowledgeable you are perceived to be, which means the more business you'll attract and the better the results you'll generate for your clients (obviously). At 10X we have more than 70 strategy guides for business owners available via our 10X Knowledge Builder website.

6. Run tele-seminars, record them and sell the products

TELE-SEMINARS are an easy way to build your expertise and sell your services. There's a lot less preparation time and cost than there is for live seminars. What's more, you can run one at a moment's notice. And – you can record them and then develop the recording into a product for resale at a later date.

7. Write a column for a business or industry publication

BEING a regular columnist for a newspaper or small magazine is another great way of being seen as an expert in a certain field. To start with though, approach the editors of the publication with an idea for a one-off article. Over time, develop a relationship with the editor and approach them with an idea for a column.

8. Conduct industry surveys and publish white papers

A GREAT way to be positioned as an authority in your industry is to conduct a survey of either people in your industry or clients of your industry. Once you have gathered all the research, publish a white paper containing your findings. Then, submit press releases announcing this survey, to relevant magazines and media outlets.

(At 10X we provide tailored advice and support for Gladstone region business owners. Contact Katie on 4970 1444 for the opportunity to receive a complimentary invitation to The Edge – Gaining the Unfair Advantage & Increasing Profits; A dynamic workshop designed to add real value to your business.)