

A woman with dark hair pulled back, wearing a white blazer, stands with her arms crossed against a grey background. The text is overlaid on the image.

Be The Expert

*How To Market Your
Services To Become The
Authority In Your Field*

Priya Florence Shah

Copyright, Legal Notice and Disclaimer

Copyright © 2012 Priya Florence Shah

All Rights Reserved. No part of this publication may be reproduced in any form or by any means, including scanning, photocopying, or otherwise without prior written permission of the copyright holder.

The Author and Publisher has strived to be as accurate and complete as possible in the creation of this book, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Author and Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

Be The Expert Ebook

GO FROM UNKNOWN TO WELL-KNOWN!

Subscribe to my **Free Personal Branding Email Course**, download the PDF of this eBook, and a Free Personal Branding Worksheet.

creatingbrandyou.com

How To Become An Expert

Becoming an expert in your chosen field is the best way to create the maximum amount of success in your business.

As a service provider or a consultant, you will be greatly appreciated by your clients or colleagues, but if you do not classify yourself as an expert, you can be wasting your time at trying to get an edge over your competitors.

Becoming the leading authority in your field can help you do that.

Why becoming an expert is so important

People want to learn from an expert. Or else, why would anyone come to you? As an expert, you can allow yourself to grow your brand in the eyes of your customers.

In the internet marketing world, there are many people are trying to get into the business and make money from affiliate sales.

But the top marketers are perfect examples of the experts that you want to be like. They have studied exactly how internet marketing works, and they did whatever it took in order to achieve success with internet marketing.

No matter what industry you plan to be in, you need to position yourself as an expert and learn everything, and then you can start expecting success.

No matter what industry you plan to be in, you need to classify yourself as an expert and learn everything, and then you can start expecting success.

People will look at you as a trusted resource with the right information to help them out and provide the solutions they need. In your industry, as long as you know people need your help, you can achieve long term success.

An expert is somebody who can easily turn readers into sales because of the trust and authority they have established in the eyes of their customers.

The hard part is actually establishing yourself as an expert and this book will explain the steps to get there.

Here are some of the essentials to reaching expert status:

Develop your knowledge base

You cannot become an expert at anything that you do not know or understand. In other words, you must gain the most amount of knowledge that you can possibly learn.

Grow your knowledge as best as you possibly can. The more you educate yourself, the more that you will be able to authentically promote yourself as the leading authority.

Create visibility online

Connect with others via social networks and let them know about who you are. Grow your website in the consulting industry, and continuously advertise it in the world of social media.

Speak in public

Public speaking in your industry forums and in outside forums also will show others that you know exactly what you are doing. Anybody who does public speaking automatically demonstrates expert status to others in their field.

Learning how to be an expert in any industry takes time and hard work. You need to make sure that you spend weeks to several months learning about your industry.

Once you know what you need to know, build your online presence and start doing some public speaking. Then you will start to be recognized as an expert in the industry, and people will look at you as a trusted resource.

Give Away Services to Win Clients

The first challenge to getting new clients is getting them to trust you with their business and their money. It's not an easy challenge to overcome.

That's why the technique I'm going to share with you in this article WORKS, and works well. What I'm suggesting is.... working for FREE (cue big gasp of horror from the audience).

Why work for free? Well it makes sense. Many companies offer a free consultation where the client can ask questions and you can explain your process. You need to stand out from the crowd and win the business.

Here are two reasons why offering a free consultation or demonstration of your services works:

It eliminates the risk factor

Business is risky from all sides of the fence. It's risky for you and it's risky for the person doing the hiring. They'll be trusting you to work for them and get results.

They'll be taking their valuable time and money to invest in your services and they want to choose wisely. You help them not waste their time by proving yourself before they ever pay a penny.

It builds the relationship

Working well together is all about having a good relationship. It's really hard to do great work for someone who doesn't like you and vice-versa.

If you offer a little sample of your work you create an instant relationship positive and they like you already! That's a great start.

Before I get the fifth degree from some die-hard service providers I'll admit that this technique of getting new clients is risky. You just need to be smart about what you're doing and you'll eliminate a large part of the risk.

You've probably heard the saying “Why buy the milk when you can get the cow for free?”.

Yes some unscrupulous marketers may go around getting freebies and never be willing to pay, it's true. That's why it's your responsibility to do your research and hand-pick the clients you want to work with.

That's right. Don't just take any ol' Billy-Bob who comes to hire your services. Make sure they are the kind of person you want to work with, the kind of person you'll love to work with and who you can create a rewarding relationship with.

When I used this technique for my own business I went to online marketers who I already had a relationship with and whose business models I greatly admired. This allowed me to know exactly who I was going to be working for.

It also gave me the added bonus of learning what they did in their own businesses to make them a great success!

If you're thinking giving a sample of your work away for free might be a good idea for you, here's a bit of a game plan:

- Offer a small sample of your work, a consultation of one to three hours would be good.
- Offer the work no-strings attached, they'll hire you if you're needed.
- Only offer to people who are interested in hiring and who need the help (research).
- Do an amazing job.
- Ask for referrals and/or testimonials in exchange for your free work.

Finally, this isn't a technique to do all the time. It's one you will use for a hand-picked group of highly sought after employers. Try it once and see what happens.

You really only need one good high-profile client who loves your work to get great referrals for a long time coming.

All the best in your client-getting goals.

Advertise Your Business

There's nothing new about advertising your business to get leads and sales, it's been around since the beginning of business. If you have something to offer you need to tell people about it so that they know you exist, plain and simple.

What is new is how we advertise. There's offline and online. There's QR codes and social media. So how do you choose?

Unfortunately there's no simple answer here. Your end-goal with advertising is a high ROI (return on investment). How much you can afford to spend on advertising is going to be unique to every single person, business and budget.

Take some time to really consider and brainstorm where you'll find your target market. These potential places to advertise a business may help:

Offline Advertising:

- Local offices of related businesses. (bookkeepers, real estate agents, etc.)
- Local WI-fi hotspots that have boards or card-holders.
- Chamber of Commerce meetings.
- Meetup.com business groups.

Online Advertising:

Be The Expert Ebook

- Advertising spots on relevant websites. (marketing advice, business topics, etc.)
- Listings on sites that offer RFP (request for proposal services)
- Online directories
- Special offers on membership sites that allow member offers.
- Facebook advertising to your specific demographic.

My advice to you when going after business is to be aggressive. Don't sit back and expect things to just flow to you. You need to grab yourself by the collar (tricky, I know), pull yourself up and use all the energy you have to get your business moving.

It's a challenge to get the momentum going but once you do it will be greatly worth it. People can feel a business in momentum. It will shine through in your advertising, your graphics, your content and pretty much everything you do.

You don't get momentum through one ad. Tracking is very important, however. I want to be very clear that I'm not suggesting you just throw out payment after payment without any idea how it's working.

Technology these days gives you no excuse not to know what the return on your investment really is. Watch what's making you money and keep doing it, drop what isn't.

In the end you don't need a whole lot of clients to make good money as a well-paid service provider or consultant. Get yourself out there, get that first client and then make a plan to get more.

Be The Expert Ebook

There are many people in need of your help and it's your duty to put your business in front of them. Good luck!

Network Offline for your Business

Many online service providers are introverts. They start their business because they like the idea of being at home and not having to deal with the regular social aspect of going into work every day.

They also like the freedom that working from their home computer brings. It doesn't always occur to them that the BEST place to find great clients to work with is not behind the computer screen.

You see, trusting a service provider to help them with their business is a very big deal to your potential clients. They are literally putting their business and life in your hands sometimes.

For example, what if a business whose main source of income hires you to do updates and you have all the passwords that could wipe out their web presence... I would say that's a little scary, wouldn't you?

Now not every situation is as drastic as that but the point is you have to have trust. In reality, text and phone calls can never, ever build more trust than a good old belly to belly meeting.

That's where offline networking becomes very important to finding great clients for your business.

First, you'll need some materials ready:

A great business card

I know this is pretty obvious but have you checked your cards lately? Are they up to date? Do they best reflect your services? Would a total newbie to virtual assistance understand what you do?

An opening dialogue

I personally don't like the 'elevator speech' thing but I do think it's important to know what you're going to say when someone asks you what you do for a living.

Preparing ahead of time is great but sometimes you just need to test this out until you hit the right thing. If you say your dialogue and your listener's eyes glaze over it's time to try something else. Keep track and pick the best.

Next, you need to get yourself out there. There are so many places you can go to build relationships that will lead to business. A good tip is to not go out with the mindset that you're taking on a new client tonight (or else).

You're better off thinking about the people you meet as potential referrers who can send business your way. That will take the pressure off them (and yourself) while allowing you to share what you do.

If they need your services you'll find out and they may even tell you because you're not being one of those pushy salespeople!

Where can you go to network? Like I said the ideas are plenty, here are some suggestions:

Be The Expert Ebook

- Go to Meetup.com and look for relevant business groups or interest groups that are in the market you serve.
- Find out about industry seminars, conferences and events that you can get out to.
- Join local business groups like the Chamber of Commerce, BNI and Toastmasters.
- Go into local businesses and see if you can add a business card to their advertisement board.
- Go into local businesses and leave them a business card with a little info on what you can do for them.
- Donate a service package to local auctions or other events as it suits.

It's not always about getting the client in the beginning. You need to get known in your area as the person to go to when the help you offer is needed. That won't happen from behind the screen.

People want to refer people that they know so you have got to get yourself out there if you want local business. You'll find even if you are an introvert that getting out on your own terms will still offer you the freedom you wanted when you started your business.

Finding Clients For Your Business Online

You started your business because you love the idea of working online whenever suits you, without having to dress up and work in a cubicle.

Good for you! It's a great business and it's very rewarding. Your first challenge in this business, however, is going to be finding clients.

Finding clients online is a great way to build your business. It should be used in combination with finding clients offline for best results, but you can still get good results using a few methods that we'll discuss in this article.

First of all, you need to prepare your business before you go looking for clients online. Here's what you'll need:

A completed website.

Telling people to hire you simply won't be enough. You'll need to have a website up that sells people on your services and why they should hire you. You need to stand out from the crowd and relay that you know your stuff.

Take the time and effort to put together a great website to present to potential clients. If you don't know how to build your own website, then **take a course** or **hire someone to build it for you**... it's that important.

Engage with your potential clients via social networks and offer useful advice to help them solve their problems. Grow your website and promote it with blogging, SEO and paid advertising.

A client process.

What if you find someone who wants to hire you? Do you know what to do next? Make sure you plan out a process of how you will accept and retain clients once they are interested in your services.

It would be a very good idea to write this process out to hand over to your new clients so they know exactly what to expect as they start working with you (clients love that).

Once you're ready for clients you now need to get out there and hustle. Here are some places online to look for new clients:

Email

Don't underestimate the power of writing a personal email to any and all contacts you have. You can ask them if they need to hire your services and/or if they know anyone who would like to hire you.

Depending on your relationship it may be best to ask them if they know anyone first and they may end up replying that they actually need your help instead.

Social Media

Social media is definitely the buzz word these days in online marketing. It is a place where you can find clients but it's got to be your 'thing'. If you're not into social media then social media won't be into you.

It's a flow, almost like someone who is the life of the party...if you're not like that then there's no point forcing it. There are many other ways to find clients and build your business.

Advertising

There are so many ways you can get your business in front of a large amounts of traffic if you use advertising. Find websites that are highly respected and that are not loaded with spammy looking ads.

Online Forums

Online forums are not dead. In fact, some niche topics have forums that are still extremely active.

My recommendation is to pick a couple of paid forum membership sites that are active and build long-term relationships there. This has paid off for me in so many different ways with the two membership forums that I am an active participant in.

There are a number of forums and websites that you can join. It's a good idea to be a part of these and build relationships with other service providers.

Service providers and consultants often refer each other or work together when a client has a need that one can't fill. Use this to your advantage.

Be The Expert Ebook

There you have a few ideas to get you started with marketing your business online. Remember it's all about a constant flow of marketing in order to get the right clients finding their way to you.

Think of it as an ongoing process, always be marketing and over time you'll see the rewards for your efforts.

Get Ranked On Search Engines

Here's the search engine scoop: They want to help real people find what they are looking for. If you have a service to offer and someone goes to Google looking for what you have, then Google wants them to find you.

Getting found in the search engines doesn't have to involve complicated algorithms, mathematical calculations or hours and hours of keyword research per article.

Where's the fun in that?! You can get found in the search engines for highly relevant keyword terms with natural SEO that allows your visitors to get the experience they are looking for.

I hope that puts you at ease a bit. I know when I talk SEO sometimes people tune out totally. They think it's too complicated and don't even want to bother trying.

Here are three reasons why getting listed in the search engines is worth the effort:

1. You can find highly motivated clients because they are seeking you out.
2. You will be seen as an expert because they found YOU.
3. You can get traffic and clients for years to come based on efforts you do once (with some updates to keep it fresh).

Your next question is probably going to be how to you optimize your website for the search engines. I did mention natural search engine optimization and I want you to think along those lines.

Be The Expert Ebook

Don't try to follow a specific formula or plan. What you want to do instead is make sure you use a lot of very descriptive content. You want to include details like:

- Where you're located so you can get local traffic.
- What software programs you work with so you get people looking for help in those programs.
- What type of client you work with so that they can find you to work with them.
- Any specific processes you use so when someone searches that they find you.

The more details you add to your page the more likely you will get found for topics that relate to your business.

It's not a bad idea to do some keyword research so you're certain that the words you are using to describe your services are the same words a potential client would use to look for your services.

This can be done by using a number of free online tools that actually give you statistics of how many people search for certain words in a day.

This is good information to know so that you can be sure you're not targeting something that no one is looking for. Just go to Google and type 'free keyword search tool' and you'll find a few good ones.

If you're not sure how to lay this out or where to include the content here are some of the most common places to include important details that will get you found:

- In the website title.
- In the page URLs.
- In content headings.
- In your page titles.
- In categories and tags if you are blogging.
- In image names.
- In image alt tags.
- In internal links.
- In bolded content.
- In regular content.

Now like I mentioned before, don't go all crazy and put your targeted phrases into every place mentioned above as many times as you can.

That would be considered trying to game the system and generally isn't well accepted by Google. You want this to flow naturally while keeping the above list in mind as you go.

Blog Your Way to Expert Status

Today millions of people around the world know all about blogs and blogging. They can tell you that it is a site where a group or an individual posts articles, facts or opinion about any topic that interests them.

You can find blogs on almost any topic. So, why do businesses and individuals start a blog to create expert status? Well, there are few reasons why:

Credibility

By posting on a blog on regular basis about specific aspects of your services or products, you can establish yourself and your business as an expert in your niche.

Visibility

If you are in online marketing, a blog can create online visibility that can help you in generate quality leads taking your business to the next level within days.

Branding

Blogs can help you in branding your company name and products in an amazing and cost effective way. Once your blog is up and running, you are ready to go. However, you will have to do some serious marketing to enhance the traffic to your blog.

SEO Benefits

Every page that you publish on your website gets indexed by big search engines. The larger the pages that are indexed, the greater are the chances of their being found in a search. It is easy to SEO each blog as you can place main keywords in the title, sub-title or body of your blog.

Aside from that, once you follow SEO rules in title and meta-description, you can rank on the top of search engine results pages. With your business site getting quality backlinks from the blog, it can also rank high on the search engines.

More Traffic

Once your blog gets an expert status, you will get increased traffic, leading to more traffic and much higher ranking. It's a never ending cycle that can take you to the top within days. It is best to blog from your own website.

Content Syndication

You can not only enhance the visibility of your blog, but also traffic by sharing it on various social media sites. Link it to social marketing page to drive in more readers and customers to your blog.

Relationship Building

You can solve problems of your prospects and customers from your blog. You can directly interact with them through your blog, recognize their problems and suggest solutions.

Build Trust

This also helps you in building trust with your customers as they will consider your blog as a source of information when any problem arise. It makes you a referable expert who is customer oriented.

As you generate more quality articles on your blog, your subscription rate will explore resulting in more prospects, leads and customers leading to more sales!

As regards to blogging, the more is better. Statistics indicate that companies that blog 20 to 25 times in a month get 4 times more leads than those who don't blog at all.

Blogging is the best way to get your business qualified as a renowned expert that is totally customer focused and cares for them.

[Click here to get access to my Free How To Blog 101 Course and WordPress Setup Step-By-Step Videos.](#)

Now is the time to create expert status through your blog so you can move ahead of your competition and take your business to the next level.

Publish an Email Newsletter

Did you know that you can publish an email newsletter to create expert status in your industry? Email newsletters are one of the most effective strategies of email marketing in the current world.

Through this system, you can send press releases, company announcements, special offers, sales and product launches to your clients in the form of an HTML link.

Email newsletters are more effective than regular email marketing messages. Most clients find promotional messages obnoxious. You stand a better chance of expanding your client base and eventually market share through mixed content in your email newsletters.

Your clients are likely to read your email messages more if they contain useful tips on how to carry out an operation, reviews guiding them when they go shopping and humorous stories, not merely promotional messages asking them to buy stuff.

Email newsletters also make it possible for current and potential clients to experience your expertise and your tips on a regular basis, keeping you and your business at the top of their mind when they need your products or services. This creates expert status for your brand and builds sales.

Email newsletters are not all text. You can introduce the client to featured stories in your newsletter, and then provide them with a link where they can read the story at leisure.

Reading story leads is easier and clients are able to pick only the most relevant stories to read, so your messages will rarely be ignored.

In order to be successful in reaching your clients, you have to choose the most appropriate category for your email newsletter. Some examples from the most popular categories of e-newsletters are:

Be The Expert Ebook

- Business newsletters such as HR Aspects Magazine, Rock Your Role and Professional Speaker Bureau.
- Health and fitness newsletters such as Real Stress Solutions, Burnout Breakthrough and Healthy Woman Tips newsletters.
- Internet business newsletters such as The Happypreneur, The Greenwood Letter and The Need To Know How newsletters.
- Self help newsletters such as Stress Buster, Daily Inspiration-Daily Quote, Open Book and Soul Signs newsletters.
- Finance and real estate e-newsletters such as Value Stock Guide, Focus on Finance, Stock Assault Software and Property Aspects Magazine.
- Home and family e-newsletters such as Garden Notes, African Wedding Traditions and Fireside Chat.
- Computers and technology e-newsletters such as Internet Handholding, Fix IT Newsletter and Thoughts on Enterprise Cloud Computing newsletters.
- Social sciences e-newsletters such as Romantic Tips and Ideas, Building Great Relationships and Bedroom Secrets newsletters.
- Home based business e-newsletters such as Internet Marketing A2Z, A-Y-B and Home Business Tips newsletters.
- Recreation and sports e-newsletters such as SpeedEndurance, Golfing Tips and Train Your Game newsletters.
- Writing, publishing and speaking e-newsletters such as The Resource, Promotion Pieces and Fresh Marketing newsletters.
- Travel and leisure e-newsletters such as Expat Women, Bridges Essence Magazine and Travel Insider Weekly newsletters.

Be The Expert Ebook

- References and education e-newsletters such as Green Living, Spirit Guides and South Source newsletters.
- Arts and entertainment e-newsletters such as Ai Insite, The Pale Sky Ezine and The Write Stuff newsletters.
- Food and drink e-newsletters such as Painless Cooking, Learn Cake Decorating and Whole Food Recipes newsletters.

Before you start your own newsletter, subscribe to other popular newsletters in your industry and learn their business practices. It does not have to be perfect when you start it. You can add improvements along the way.

But you do have to publish regularly and consistently – whether you choose to do it daily, weekly, every other week or every month, so that your readers know what to expect from you.

For email newsletter delivery systems we recommend using a professional mailing service and getting your newsletter and graphics designed by a professional graphic designer so that it exudes professionalism.

When used properly, your email newsletter can be a powerful tool in building your brand and reputation as a reliable and authoritative source of information and create expert status with your clients and peers.

[Click here for free courses to help you do that.](#)

Grow Your Social Media Presence

Since you're a person trying to gain expert status, a social media presence is important to help you communicate with your potential customers. One of the best ways to achieve expert like status is simply by creating your own social media presence.

Social media is one of the best places to categorize yourself as a real expert. Social networking sites like Facebook, Twitter, Google Plus, LinkedIn and Pinterest are the most popular, and growing your social media presence will boost your visibility.

How Your Social Media Presence Can Help You Achieve Expert Status

Trying to grow your social media presence can be tough at first, but consider the fact that there over 500 million people on Facebook.

This is good because you can advertise to that many people, but it is bad as well considering that many of your competitors are also trying to grow their social media visibility.

To grow your social media presence properly, you need to get active as much as possible on social networks. The more active you are the better.

Add Friends In Your Industry

If you are able to, consider talking to other people who are in the same industry. You may not think this is a good idea, but if you know when and how to approach a fellow expert, you can achieve success.

For example, Mike Geary was a popular fitness trainer for years, and Craig Ballantyne was just a beginning fitness trainer. He asked Mike for help, and Mike allowed Craig to create a guest post on his blog. This allowed him to also be categorized as an expert in the fitness industry from Mike's followers.

This is how it should work for you. Somebody may just help you and even invite you to special events, interview you, tweet about you, or talk about you in his next status update.

Use Facebook Ads

Facebook ads can be targeted according to geography and demographics. Use them to build a fan base of people interested in what you have to offer and likely to avail of your services. Make sure that your ads are targeted to the right people who may need your expert-like help.

Use the ads to talk about who you are and what you have to offer. If you have something extraordinary to show, make sure that your Facebook ads talk about that, and then have your target audience click on the ad.

Through a series of social media promotions, you can get known as a top expert in your field. Many people just need the right connections, and once you meet the right expert who's willing to help you, your expertise will start to shine.

A social media presence can help you out a lot because of the fact that you can connect with everybody in one setting through a simple message. You can follow other experts and even add others as friends.

Learn more about establishing a Facebook presence in my **Creating Brand YOU Course**.

Marketing with Twitter

Twitter is the best broadcast medium online and if you manage to build a large base of loyal Twitter fans, you can get a lot of engagement and retweets for your services. Here are some tips for maximizing the power of Twitter to achieve expert status.

If you want to become a power tweeter, start analyzing for yourself what's really working on Twitter. Don't be afraid to be original and try things your peers haven't clued on to, yet.

Tweet daily and consistently. Be sincere. Don't just tweet for the sake of tweeting. Find a core group of real Twitter buddies. Carry on real conversations -- and don't worry that your "fans" won't understand your cryptic utterances. It's proof you really do interact with those on the "inside" of your personal circle.

Acknowledge and answer people who tweet directly "@" you. Use their Twitter call signs to respond (and so you can track the conversation, if you need to).

Don't acknowledge abusive or rude tweets. Make notes. Keep track of what works well, and what garnered zero response.

Marketing with LinkedIn

If you want to showcase yourself as an expert and get more customers for your services, you simply must get active on LinkedIn. It serves as an unofficial Business Directory -- a sort of "Who's Who" in the internet business world.

Making sure you have a Profile on LinkedIn should be viewed as a business essential -- like having a business card. People automatically check LinkedIn to see if you have a "valid" presence. If you're not in the "Who's Who" (a.k.a. LinkedIn) your trustworthiness goes down in the eyes of potential clients.

Here are some tips to leverage your expert status on LinkedIn. Write a short Summary that focuses on you only inasmuch as it relates to what you can offer potential clients, followers, subscribers and employers. People read content with the attitude: "What's in it for ME?"

Be selective about contacts. People who don't really understand how LinkedIn works or people with totally unrelated interests can really drag down your status and clutter your feeds, so don't feel guilty about deciding not to add them to your connections.

Ask for recommendations as soon as you've signed up and added your contacts. Don't be shy -- everyone does it and it's expected. You can create a higher interaction rate simply by making sure you join groups aligned to your business mission and interests.

This is a quick way to let LinkedIn members know your areas of special interest and become part of your desired community -- but be sure to participate in discussions, acknowledge comments on your posts or comment on others' posts.

Another effective way to set yourself up quickly as an authority voice is to provide valuable responses to questions asked in LinkedIn's Answers section.

What you end up as you ride on the coat-tails of each group's keywords is targeted SEO -- so the right people find you. Optimize your keywords for SEO in your "Summary" section.

Learn more about using LinkedIn and other social media sites in my **Creating Brand YOU Course**.

Marketing With Pinterest

If females in their twenties and thirties are your target, then Pinterest better be in your marketing arsenal.

If you've been anywhere online as of late you'll already be well versed in what Pinterest is, if not, stay tuned.

Pinterest is a social bookmarking site that is taking off in leaps and bounds, but it doesn't work quite like other social bookmarking sites you may already be familiar with.

Instead of using urls and articles like many other sites, Pinterest is based solely around pictures and “pinning”. With the picture, users get to add a link for more information. Are you beginning to see how this can work for your business?

Essentially what you need to do is find pictures that are eye catching and attention grabbing (and of course relate to your topic) and pin them. When you pin them you link back to your site and thus grab traffic and a whole new surge of customers.

What sort of pictures will work? Interesting pictures to start. Any business can have pictures that will work for them. The options are endless. All you need is a little creativity to capture your portion of this audience.

And the best part is that other users can take your picture and “repin” it to their own boards which will expand your reach even further (think of it like Facebook's share option). The more users share or repin your picture the more marketing you get done for just a few moments work.

You can learn more about using Pinterest in my **Free Pinterest Training Course for Bloggers**.

Sell Information Products

Have you ever noticed that many of the most popular authors, especially in the business niche, have coaching programs or services that deliver what their books teach?

That's not by accident! Most authors don't make a lot of money on their books -they make it on the upsell to their program that happens AFTER the initial product is delivered.

This is why creating your own information products is a very good way to sell your services.

Bookmark this list of free writing courses, authoring tools and book writing software.

Now I'm not suggesting you author a book (though you could if you wanted to!). What I'm suggesting is that you use the digital world to sell information that will attract your target market.

This will do many things for your business including:

Attract potential clients by positioning you as the go-to expert.

Your clients want someone with experience and status in the industry. Of course they want someone who's the best at what they do!

When you put out products you are elevating your status from a 'worker' to a 'creator'.

The simple act of creating a product gleans admiration from those who would like to and puts you in the position of being someone who can be a sought-after resource.

You are no longer the freelancer begging for work, you are the information marketer who's taking on select clientele. See the difference there?

Attract potential partners who will be interested in promoting you.

If you set up your information products properly you can allow people to earn money for helping you make sales.

This is called an affiliate program and if you produce a quality product you can be certain affiliates will be interested in promoting it for you.

Not only can these partners help you make some nice income through your product sales, but they will be referring potential clients to you and helping you build your business.

You may want to also offer a referral fee for client packages too in order to entice them to send you people.

Educate your potential clients on your way of delivering their services.

Be The Expert Ebook

Potential clients don't always know what they want to hire you for or how they should deliver the information you need to get the work done properly.

This is where creating an information product can be really helpful for you and the client. Sell them a product that teaches them what they need to know to outsource like a rock-star. For example, you might be a website designer who has a course teaching people how to design websites.

You might think that crazy at first and worry that you'll never get any clients but many people then decide it's too much work to do on their own and they want to hire me.

The huge bonus is that they now understand exactly what it takes and you can breeze through the design process with very few bumps in the road!

I would highly encourage you to consider creating your own products. Writing and publishing an eBook on Amazon Kindle is one of the simplest and quickest ways to do that.

Not only will they help you attract potential clients to your business, they will also start a stream of residual income that doesn't rely on a dollars for hours situation.

Bookmark this list of free writing courses, authoring tools and book writing software.

It's always a good idea to diversify and maximize your income streams. Good luck and happy product planning!

Speak at Events

You might be surprised to learn that there are quite a few opportunities for you to speak at events, even if you're not a professional speaker.

Now if the thought of standing up in a room full of people scares the beejeebees out of you then this might not be for you, or it might. Just read on with an open mind and see what you think.

The whole point of speaking at an event is to share your expertise and to get exposure to potential clients. If you can speak, you can do this.

But you can host your own webinars, hold a virtual conference and do webinars for potential clients and customers from comfort of your home office. No standing in front of a room of strangers, no picturing anyone naked to break the nerves.

Start small and get some exposure for your business. Plan a presentation and share a few points. Study good presentation practices and develop your style.

Even if you never planned on being a public speaker it's a really good way to stretch your limits and gain some business.

What kind of events can you speak at?

Be The Expert Ebook

- Online conferences
- Podcast interviews
- One-off teleseminars
- Demo webinars
- Recorded interviews

If you're brave you can also do offline events:

- Conferences
- Presentations to business associations
- Workshops
- Meetup groups

Getting the word out about your business is work. It takes effort and presenting your experience and ideas is a good way to do it. You'll have to decide if it's a good way for you to build your business.

Start with an interview or a small group, see how it works for you and go from there. Remember, the audience is on your side and they want you to succeed!

Here are some resources to help you become a powerful public speaker:

- **Powerful Public Speaking Hypnosis course**
- **Brian Tracy's 6-Figure Speaker Free eBook**
- **Brian Tracy's 5-Minute Speech Creation Formula**
- **Brian Tracy's 4-Step Process to Become a Professional Speaker Webinar**
- **Free Webcast by Jack Canfield**
- **Train the Trainer Online**

Get Interviewed in the Media

Media interviews where you are asked to answer questions about your background, experience, expertise in the industry, and how you can help others, are a great way to gain an expert status in your field.

Usually they are all very basic questions, but they can help you to gain a great deal of attention from websites or blogs. You can publish these interviews to visitors on your website to showcase your expert status even more.

Whether they come in a form of a print interview or caught on video, they are an amazing way to get third-party endorsement.

How to Get Media Interviews to Create Expert Status

Create buzz about yourself

Anything you can offer that would create a buzz could lead you to becoming an expert in your field or industry. You really need to create something like a product or service that can cause others to talk about you.

For example, Rebecca Black of YouTube fame posted a really annoying singing video of her song "Friday."

Her annoying song caused an uproar on YouTube and in the music industry. You don't have to work to attain notoriety, but the same principle works with you in your business.

If you can get an authoritative blogger to talk about you, often by simply asking, could gain a lot of media attention online. Rebecca Black's story began with one person talking about her and spread word-of-mouth to millions of fans and haters.

Here are some resources to help you do that:

- [How To Talk In Interviews: 3 Media Training Tips For Being Interviewed On TV](#)
- [The Zen of Fame™: 5 surefire ways to become a media darling](#)
- [7 steps to get local publicity in 7 days and be famous in your town](#)
- [5 ways to double your business with media appearances in the next 90 days](#)
- [Speak in Sound Bites: 5 surefire strategies to get more clients, customers, and sales, and become a media darling](#)
- [How to get into O, the Oprah Magazine](#)

Create Press Releases

Press Releases can be sent out by both ordinary people writing about themselves and professional writers who are writing about others. The best way to create the kind of buzz you want to attract is by sending out a press release on your own.

Talk about something newsworthy and tie it in to something you are doing or offering. If what you are trying to accomplish is outrageous, or can be implied as such, it will soon attract plenty of media interviews.

[Click here to download a Free Press Release Template for any industry](#)

Contact journalists personally

Contacting journalists in your industry both online and offline can give you the chance to showcase who you are. Send them your media kit, expertise, along with press releases or books that you have published.

Journalists are always looking for experts they can quote in articles and will contact you if you let them know that you are willing to be quoted as an expert in your industry.

This is one way to access the right connections and get an interview that will get you a good amount of publicity. Many business people have used media interviews as a way to showcase their expertise.

One guy who created an online program teaching girls how to turn their guys into their Prince Charming was called as a guest on Rachel's Ray show.

Once there, he was able to showcase his expertise on his sales page online. Even if you do not receive such high acclaim and accolades, you could still get a good video or print interview that proves helpful in boosting your reputation as an expert.

[Get the 100 word email that can get the media to call you ASAP](#)

Guest Blogging To Attract Clients

I publish some popular blogs and I often get requests for guest posts. Sometimes they're just totally random and off topic requests, but other times they are right on topic and something my visitors will enjoy.

As the blog owner I like having guest bloggers because it allows me to get out great content without having to spend the time writing it myself.

Now I tell you this because I think you may be a little worried about approaching potential popular bloggers with an idea about a guest blog post. I tell you if you hit the right blogger with the right topic you have a very good chance of getting accepted with open arms.

Here are some suggestions on how to write your guest blog post so that you attract potential clients. Let's start with some tips to get your guest blog post accepted:

Know who you're asking

Finding blogs to guest post on can't be done by random cold-calling (or cold-emailing). You've got to know who you are contacting and how you will be an asset to them. That's why it's best if you approach blogs you read that are written by people you understand.

That and bloggers will be much more open to readers than total strangers who all of a sudden found their blog because they want something (exposure). That's not to say the later won't work, but start with those you know and love first.

Make it original

Don't send over content you've already written. Write something original to the blog you are sending it to and when possible make it really relevant. Again this is where knowing the blogger becomes a big help.

For example I did a guest blog post for a very popular blogger in which I demo-ed how to use a piece of graphics software. I used the blogger's pictures to do the demo, which was original and was also tying her into the post itself.

Edit, Edit, Edit. Oh, and spell check!

Sometimes we're in a hurry and forget to edit our stuff, I get it. Don't do that when you send it to someone who's going to be pretty critical of what you have to offer. Now don't let this scare you off.

A good blogger who is reasonable will tell you of any edits they'd like to see but you need to do your best editing before you send it over. Of course make sure you spell check too, this is not the time to send sloppy work (no time is, but especially not now).

Flatter or promote the blogger

It helps to butter up the blogger you're sending content to. One way to do this is to tastefully compliment them on something you're impressed by. Another idea is to promote a product or website of theirs in your blog post (or mention it).

Those tips will help you get your blog post accepted. Now what should you write about to gain new clients from the post?

- Explain why they need a service you provide.
- Explain how to do a service you provide (without giving it all away).
- Explain the results they will get from a service you provide.
- Case study results you've gotten from a service you provide.

Again it's all about showcasing your expertise in order to prove to potential clients that you can help them.

This will be different for every but the one thing that remains the same is that potential clients want to know how you can get them results or free up their time.

Make sure it's clear how you can help in your blog post and you'll have a good chance of securing a new client or two from your guest blogging efforts.

Get Referral Clients

It should come as no surprise to you that referrals are one of the top ways that most and service providers get new clients. Just thinking about how we live our daily lives gives us real examples of this in action.

If you want to have Chinese food but are new in town you will probably ask your neighbors the best place to go. Or if you need a new dentist you probably won't just pick one from Google, you'll likely ask around first.

People like to know that someone else has used that service and are happy with it, and they like it to be someone they already know and trust. That is the power of referrals.

So how do you start building your business on referrals? Well quite simply, you must ask for them.

Now some clients will start referring you naturally but others may not be so quick to act in this manner. One reason some clients won't refer you out is because they're afraid you'll get too busy to serve them.

In order to calm their fears you should have a plan in place should you get too busy and share that with your clients so they never worry about losing your services to a newer client.

Partner With a Provider or Consultant

One way to avoid getting overbooked is to partner up with another service provider or consultant. You can both share overflow work as it comes up so that you never have a client waiting too long.

This can work really well if you have a good arrangement and can actually be a great benefit to the client as well because they know they have a backup ready should anything happen to you.

Asking a Client For Referrals

When asking your clients for referrals you may want to sweeten the deal by offering some sort of reward for sending you new clients.

This could be in the form of a percentage of the services you provide, a one-time finders fee, or an offer of a free services (ie. One hour of time per client they send).

Motivate them to tell others about your services and you're likely to get more referrals.

Finding Related Service Providers

If you provide transcription services, for example, you'd be smart to team up with a provider who specializes in **podcasting**. You can both refer out the services of the other and expand your businesses through the partnership.

Find other businesses or service providers who you could get referrals from and find a way to make it beneficial to them. You'll probably be pleased with the results.

Getting referrals is a matter of creating relationships and building trust. Some of the best clients come from referrals and are the easiest sales because you don't have to convince them to use your service.

Don't ignore this highly beneficial way to build your clientele and you just may find yourself booked up much sooner than you expected.

Work With Other Service Providers

There was a time when people would never consider partnering with their 'competition', that was just crazy-speak!

With the ability of the internet to interconnect people and create so many opportunities some people now refer people who do similar business to you as 'co-opetition'.

Cooperating with other service providers to help build your business is smart marketing. The truth is not every client is going to want to work with you, and you are not going to want to work with every client.

There could be many reasons for this including a mismatch of skills to needs, a disconnect in working habits or maybe a difference of opinion in how things should be done. No matter the reason, you simply can't work with everyone.

What you can do is work with a team of consultants of varying skills that as a collaborative have more power than any one individual. Your weaknesses and strengths combined will be stronger than one service provider on her own.

Not to mention how much you will learn by working with other service providers, especially if you are new to the field.

Here are a few ways to work with and benefit from relationships with other service providers:

Sub-Contracting

Some service providers work solo, others work as a large team. A multi-service provider team usually starts as a single consultant who then decides to expand.

They get too busy to handle all the work on their own (or simply don't want to) and decide to hire on other service providers to grow their business. This is where you come in. You are called a sub-contracting service provider.

Generally when you do sub-contracting as a service provider you work with the client but you get paid by the multi-service provider company who hired you.

Complimentary Services

Another way to work with service providers is to set up a group where you have a number of complimentary services. This is different from the sub-contracting model because you all work independently and refer off to others when it's not your skill-set.

No matter how you do it, working with other service providers to build your businesses side by side can be a profitable venture.

Always be open to the opportunities around you and you'll start seeing more of them available than you can ever have time for. Then show those clients how well you can get the job done while continuing to build your thriving practice.

Creating Brand YOU

The 21-Step Game Plan to Build a World-Class Personal Branding Platform for Coaches, Consultants, Trainers, Authors or Speakers!

Would you like to sell more books, get paid to speak at more events, have big brands chase you down to consult and train with them?

When you have a personal brand, you become irreplaceable!

Your personal brand tells everybody about your unique characteristics and positions you in their mind, just like a product or service.

Download a free personal branding worksheet and access my 21-step game plan to build a world-class personal branding platform.