

## Making Waves to Capitalize on Your Knowledge

# 15 Ways to Reek of Expertise

Reaching expert status in the eyes of your prospects is very beneficial to your bottom line. If your potential clients value your guidance and advice, they won't hesitate to buy your products and services. Those perceived as experts easily attract high-profile clients and collect higher fees.

Whether your goal is to get called on by your prospects as a knowledgeable consultant or to be sought after by the entire industry as a highly-paid public speaker, you will need to build your level of expertise with a concentrated effort.

The following are 15 ways to demonstrate your knowledge and expertise to the public and reach the expert status you desire.



### BECOME AN EXPERT:

Get to know your prospects and your industry by reading trade magazines and newspapers, surveying your audience and researching the Internet. Stay aware of industry news and trends. Attend seminars and industry trade shows to stay up on everything related to your business.

1. Write a brief bio that reflects your knowledge and expertise and publish it on your website.
2. Infuse your website with valuable information and resources, successful case studies, and supportive testimonies.
3. Offer free and valuable information on a regular basis through a newsletter, email message, blog, or on Twitter.
4. Conduct research and surveys about your prospects situations or your industry and publish the information in a report. Make it available to download on your website.
5. Hold seminars, teleconferences and webinars to present valuable information that your prospects need or want to know.
6. Publish articles, how-to-books, case studies, tips, white papers, etc. and distribute them over the Internet and submit them to trade publications and newspapers. Always include your brief bio and website address.
7. Seek out speaking opportunities that will allow you to communicate your expertise to larger group of prospects.
8. Stay aware of related news and events and how they affect your target audience and keep your prospects informed through email.
9. Offer to lead meetings at industry and community events.
10. Create a how-to video or record an informative speech and post it on YouTube.
11. Start a blog to post commonly asked questions and insightful answers or offer responses to questions posted on other blogs and message boards that your prospects would read.
12. Take on leadership roles in community, charitable, membership and social organizations.
13. Teach a class at your local college or adult training center.
14. Create a press kit and submit it to the TV, radio and newspapers who may call on you for an interview or quote. Include your bio, sample articles, list of published work, newsletters, and any press coverage.
15. Sign up with Experts.com where those seeking your expertise can find you.