Position your Expertise

Becoming a Credible Resource for Your Market
Position your Expertise

Define Your Expertise

Being able to clearly identify your expertise is essential to your success.

Just as identifying your ideal client is important, so is defining your expert status. The more clearly you can convey why you are the expert others should pay for your knowledge the better, or you will not be able to fully optimize your revenue-generating opportunities.

I didn’t start out making $10,000 or $20,000 per offering. I had to establish myself. I had to make $1,000 before I made $10,000. That’s usually the way it goes.

An essential aspect of your earning potential is how you are viewed by others. The more people see you as the “go to” expert, the better.

Many people minimize their expertise. One reason is they may not realize how much they know. Another reason is they may have heard from others not to brag.

Positioning your expertise is not bragging. However, as much as you don’t want to downplay your expertise, on the flipside, you also want to be sure you are not overinflating your experience, knowledge and expertise.

So what is it that you really know?

What is An Expert?

An expert is a person with a high degree of “skill in or knowledge of” a certain subject and/or field.

This knowledge is gained from years of paid work experience, volunteer activities, hobbies, passions and interests in which you have invested a great deal of time and effort.

When you begin to really look at your own areas of experience, hobbies, passions, and what your successes are, you will find your expertise begins to reveal itself.
Expertise is Essential to Success

Why defining your expertise is essential to your success:

✓ It will be easier to communicate with your market.

✓ Customers tend to pay more for an expert’s knowledge.

✓ It bolsters your confidence and willingness to self-promote your skills and knowledge.

✓ Selling becomes easier when you know you offer something that is of very high value to your market.

Primary reasons to define your expertise, niche and target market:

✓ You will save on your marketing efforts and costs because you will be targeting a specific market, not everyone.

✓ It is easier to develop products and services your market wants, needs and will pay for.

Developing Expertise

Regardless of what your level of expertise is, you can enhance it with some simple steps:

✓ Identify various areas you have extensive experience.

✓ Decide what you have experience with that you are most passionate about.

✓ Study as much as you can as it relates to your expertise.

✓ Continue your training in order to maintain a high level of expertise.

✓ Join a mastermind group.

✓ Attend seminars, conventions and training courses specific to your industry and market.

✓ Hire a mentor who can help you to see things that, on your own, you may not see.
Ways to Position Your Expertise

✔ Become visible within your market.

✔ Write articles and distribute them online and to traditional publications.

✔ Be a guest expert on radio programs and other teleseminars.

✔ Have a very professional-looking website and blog.

✔ Optimize your website(s) and blog(s).

✔ Collect testimonials—allowing others toot your horn.

✔ Join organizations specific to your expertise and/or market.

✔ Take part in Joint Venture affiliations.

✔ Do blogging.

✔ Participate in Social Networks.

✔ Take part in forums.

✔ Create high value to your opt-in subscribers.

Credentials, Degrees, and Certifications

Often an expert is viewed in high esteem when they have specific credentials. A great example would be a professional speaker who holds the designation of a Certified Speaking Professional (CSP) from the National Speakers Association.

Although credentials are usable tools to write your bio, they are not absolutely necessary in order to be recognized as an expert. The point of credentials is to enhance your credibility, not be your credibility.
Testimonials Build Credibility and Sales

One of the most effective methods for you to enhance your credibility and trust with prospective clients is with strong testimonials. Authentic client testimonials are a powerful marketing tool. There are numerous benefits in using positive client feedback, including:

✔ Establishing your credibility quickly.
✔ Setting yourself apart from your competition.
✔ Quickly and easily showing results other clients obtained when they worked with you.

A testimonial consists of a written or spoken statement about the experience someone has had with you, your product or service, or your company.

In addition to a sales page, a page for your testimonials can be utilized on your website, blog, marketing material, media kit, brochure or book. Testimonials are much more likely to be believed than paid advertisements or direct mailings.

It is not unheard of for a new client to make a buying decision based upon a testimonial.

Make them real

**Authentic** client testimonials are a powerful marketing tool. There are numerous benefits in using positive client feedback, which include:

✔ You establish your credibility quickly.
✔ You set yourself apart from your competition.
✔ You quickly and easily show results other clients obtained when they worked with you.

Potential customers are most likely to believe testimonials from trustworthy clients than they are to believe you, tooting your own horn.
Position your testimonials

Use testimonials very strategically. When I was promoting a four-week mentoring course, I was very conscientious about the testimonials I used.

One testimonial I have used on the sales page for my Internet marketing courses is from Connie Ragen Green.

I went from making nothing to now making over $10,000 a month on the Internet thanks to Kathleen’s teachings.

"I've taken courses from several people during the past two years and your courses gave me the most specific information that made it possible for me to go from earning nothing on the Internet to now having a business that earns more than $10,000 each month.

The combination of your inspirational teaching style and business know-how put all the pieces together for me."

Connie Ragen Green
Ebook Writing and Marketing Secrets
www.ebookwritingandmarketingsecrets.com

Testimonials should represent the type of client or customer you want to continue to attract. This is very important to keep in mind as you decide which testimonials to use.

In other words, if you want to attract small business owners, you would be well served to secure testimonials from other small business owners rather than corporate CEOs.

On the other hand, if you are seeking to expand your corporate client base, solopreneur testimonials will not be as effective as those from a corporate CEO or executive.
Securing Effective Testimonials

When you first begin you may not have a lot of testimonials, but you can start right where you are.

If you have done volunteer work, get testimonials from the people or organizations you have worked with.

When I first began speaking many, many years ago, I did a lot of free engagements. When I finished presenting, I was constantly told how great the presentation was. I would immediately ask them if they would be willing to put their statement in writing. Rarely did anyone say no.

It wasn’t necessary to state that the testimony was from an unpaid engagement. What was important was what people said.

Again, it is about beginning right where you are. Your success with product creation will be determined by your level of confidence in what you do. Know that volunteer work lends itself to credibility when positioned correctly.

FTC Guidelines
Before you secure and post testimonials, you will be well served to read the current FTC Guidelines. Click here to access.

Warning! If you are going to use the testimonials in printed material, you will be well served to obtain written permission to use it.

Don’t find out after you invested in printed marketing collateral that someone changed their mind and doesn’t want you to use his or her testimonial. Often, an email granting approval is all it takes.

With online marketing material, such as your blog, website or a landing page a change is very easy to make. With printed material, not so.

Testimonials sent via emails can be used, but be sure to save the original email. You can also record testimonials for use as an audio file on your site.
Types of Testimonials

There are two primary types of testimonials:

- Results driven
- Feel good

✓ Results Driven: Testimonials that convey an actual result the client received by working with you.

Three primary parts to a well-developed results-driven testimonial:

✓ Situation
✓ Solution
✓ Result(s)

Example:

"I increased my opt-in database by 300% in less than a month with Kathleen Gage’s step-by-step list building method."

✓ Feel Good: Based more on a feeling; not as effective as results driven.

Example:

"Kathleen Gage is really fun to work with."

Add More Credibility to Your Testimonials

A testimonial with the person’s name, company, city and state along with a web address is more believable than one with someone’s initials. On websites and blogs a client’s picture also works very well.

When you first begin your business and/or gathering testimonials, you may not have the most powerful statements to use. A very easy way to obtain them is to get in the practice of asking for testimonials.

As your experience and successes with your clients increase, you can change the testimonials you are using.
One success will build on another. As your successes increase, so will the quality of your testimonials.

**The Layout of Testimonials**

How you place a testimonial on your website or sales page can make a huge difference in how effective it is.

Have a large headline that grabs the reader’s attention. Make sure your testimonial doesn’t simply go on and on without conveying a specific message.

Some people skim testimonials for key information while others will actually read the entire statement.

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**Our book hit Best Seller on Amazon.com in less than 24 hours**

“Kathleen is absolutely incredible at what she does. She was without a doubt the driving force behind our marketing campaign that took our newest book, *The Law of Achievement*, to #4 on Amazon.com in less than 24 hours. Because of her our message was put in front of millions of people, we sold thousands of copies, and we donated a substantial amount of money to a children’s literacy program.

Without hesitation I would recommend Kathleen Gage to anyone who wants incredible success for their book, service, product and/or business. She is brilliant at what she does."

Lori Giovannoni
Award winning speaker, business consultant
and Bestselling Author – *The Law of Achievement*

[www.lorigiovannoni.com](http://www.lorigiovannoni.com)
Visibility Enhances Your Expert Status

“You are everywhere!” When people are telling you this, you know you are doing something right.

As an expert, it will serve you well to do what you can to gain visibility online and within your market. The more visible you are to your market, the more you are likely to be viewed as the “go to” expert.

There are countless ways to accomplish this. Many of the methods for gaining visibility are also ideal for building your opt-in list. They include:

✓ Joining organizations,
✓ Article writing and distribution,
✓ Being a guest on Web radio and teleseminars,
✓ Using testimonials, and
✓ Joint Venture affiliations,
✓ Social networks,
✓ Blogging, and
✓ Forums

Organizations

Depending on your industry and market, you can increase your credibility through membership, board involvement and leadership roles with specific organizations.

Affiliates and Joint Venture Partnerships

You can also gain credibility through your professional network and circle of influence. Some partnerships can immediately escalate your credibility and expert status. There are two types of partnerships to consider:
Joint Venture Partnership

A Joint Venture Partnership is when you join with a person or organization for a specified amount of time on a specific project. This could be a book launch, product launch, event development and delivery or any partnership where you join with another person or a number of people for increased market reach, credibility visibility and revenues.

Joint Ventures are one of the best forms of leverage and one of the quickest ways to get your products and services in front of your target audience, using other people’s opt-in lists, websites and blogs.

Affiliate Partnership

Affiliates simply promote your product or event. Rarely do they have any input or participation in the development of the product or event. They simply promote and receive a percentage of any sales resulting from their efforts. This is a great way to increase your visibility and market reach.

Great Partnerships Build “Instant” Credibility

I have partnered with other experts for product launches, teleseminar promotion, telesummits, websummits and online book launches.

The best way to secure partners is to build relationships with various experts. Additionally, do what you can to gain visibility. The more visible you are, the more in demand you will be for other people’s campaigns.

There is a wealth of opportunity available. It’s simply a matter of keeping an eye out for when opportunity shows up.
Social Networks

Social networking has become the latest and greatest hot thing on the Internet. And in many ways it is. However, as much as social networking can help you build your business, it can be a huge waste of time.

Benefits:
- ✔ Build a network fast,
- ✔ Targeted marketing,
- ✔ Expert status positioning,
- ✔ Great way to find JVs.

Cautions:
- ✔ Avoid spending too much time in social networks. Give yourself a time limit.
- ✔ You must have a focus.
- ✔ Not everyone is who they say they are.

The best way to utilize Social Networking is to have a targeted approach. Join only those networks that are specific to your niche, industry or market.

Take your time to build a quality network rather than one based solely on the number of people your network contains. It’s about quality, not quantity. You are better off to have 100 very reliable connections than 5,000 that could care less about who you are or what you do.

Post valuable information for the benefit of others. By doing this, you will be viewed as a resource rather than simply someone who is trying to sell the people in the network.

It will be difficult to be viewed as a credible expert, if your online presence is not fully established. There is no question a blog or website is part of establishing market position.
Your Expert Bio

With the many things you will be doing to position your expertise and develop information products, an expert bio is a must.

Although experts usually love to do what they do best, whether it be speak, write, consult, coach or mentor, they often have a very difficult time writing their own bios.

In this section, you are going to learn how to write an attention-grabbing bio.

What you are going to learn in this section can apply to virtually any expert, including authors, speakers, coaches, consultants and entrepreneurs.

Why Your Bio is so Important

You might be the best at what you do, but if you can’t convey this fact in your bio, you will likely miss lots of great opportunities.

A well-structured bio immediately establishes your credibility, as well as grabbing the reader’s interest.

Key Elements

Attention-grabbing, credibility-building first line

The first line usually highlights what degrees and certifications the expert has, as they relate to the subject, topic or market. If you don't have a degree, you can emphasize your experience.

The first sentence is the one that must grab readers. Start with something that immediately establishes your credibility.

Jack Canfield is best known for his work on the best-selling series of books titled Chicken Soup for the Soul that had over 124 different titles in 2007 under the series name and has sold more than 100 million copies.
Groups

Any groups, associations or organizations you belong to may add to your credibility.

If you are a board member, officer or have received special recognition from the group, even better.

Example

If I were using my bio for a topic specific to authors, I could use the following:

*Kathleen Gage is a member of the Independent Book Publishers Association, Writer’s Marketing Group and The Published Authors Network.*

If I were using my bio for topics specific to professional speaking, I could use the following:

*Kathleen Gage is an award-winning keynote speaker, past president of the National Speakers Association Utah Chapter and the recipient of the leadership award from Toastmasters International.*

If I were using my bio for topics specific to entrepreneurs, I could use the following:

*Kathleen Gage is an award-winning entrepreneur. She was recognized by the Governor of Utah, as the top home-based business in 2004.*

Education and degrees

If you have degree(s), you can include this information in your bio—especially if your degree offers more credibility to your position as an expert.

Expertise as it pertains to your topic

Whatever your topic, add information about your expertise as it pertains to the topic.
For example, you may not have formal education beyond a high school diploma, but if you offering a program on weight management, you can draw from your own personal experience, if you had a weight problem that you overcame.

It is not unheard of for someone’s experience to override the need for credentials.

**Where you live**

If your location adds to your bio, you can then add this information into your bio. For example, when I am talking about building a lifestyle business, I like to add that I live in a rural community by choice.

I will use pictures to support my claim. This validates my claim that you can live virtually anywhere and make a great living with the Internet and information products.
**NOTE:** If my focus was on all the “toys” someone can obtain by creating products to their offerings, I would likely put a picture of my automobile or a screen shot of a “big” payday.

If you are creating a product on weight loss, add before and after pictures of someone you have worked with, who went from overweight to healthy.

Whatever point you want to make, use images to support this.

**Write in the third person**

Your expert bio should always be written in the third person. Instead of...

*I live in a rural community outside of Eugene, Oregon*

I would write,

*Kathleen Gage lives in a rural community outside of Eugene, Oregon.*

Writing your bio in the first person does not sound professional.

**Personal information**

If you’re including personal information, make sure it is relevant to your topic. In other words, if you are creating a product on elder care, and you were the primary caretaker of a parent, it would be very appropriate to include this information in your bio.

However, if your product has nothing to do with elder care, you won’t benefit from including this information, unless you can really convey the reason for the inclusion.

Remember, your bio information needs to be relevant to your product.
Previous works

If you have previous works relevant to the current work, include something about this in your bio. However, if your previous works are far removed from the topic for which you are writing the bio, you can be more general.

If your product is about dog training, and you’ve been published in various canine trade journals, you definitely want to include this in your bio.

Mary Smith has dozens of articles published in Dog Trainer World.

Or

Mary Smith is a featured columnist in Dog Trainer World.

However, if your published works are not specific to dog training you could write,

Mary Smith has several works published in various trade journals.

Be truthful

Always state what is true about your background. Avoid embellishing to the point of false information.

Less is More

Often a bio should be short rather than rambling on and on.

Depending on where you are using your bio, it may be a few sentences long or at most a few paragraphs. Of course there are always exceptions to the rule.

Don’t let anything stop you

If you do not feel qualified to write your bio do NOT let that stop you. There are plenty of writers who specialize in this type of writing. A quick Google search will bring up many resources.

You can also tap into writer’s forums or social network groups where writers congregate.
Examples of well-written bios

The following bios are excellent examples of well-written bios. The first is long, but there is a wealth of information to choose from for Christine’s specific needs.

It is a great idea to have a long bio, so that you can pick and choose information for shorter versions.

WAYNE W. DYER, PH.D., is an internationally renowned author and speaker in the field of self-development. He's the author of over 30 books, has created many audio programs and videos, and has appeared on thousands of television and radio shows.

His books Manifest Your Destiny, Wisdom of the Ages, There’s a Spiritual Solution to Every Problem, and the New York Times bestsellers 10 Secrets for Success and Inner Peace, The Power of Intention, Inspiration, Change Your Thoughts—Change Your Life, and now Excuses Begone have all been featured as National Public Television specials.

Dyer holds a Doctorate in Educational Counseling from Wayne State University and was an associate professor at St. John’s University in New York.

Dr. Wayne Dyer is affectionately called the “father of motivation” by his fans. Despite his childhood spent in orphanages and foster homes, Dr. Dyer has overcome many obstacles to make his dreams come true. Today he spends much of his time showing others how to do the same.

When he's not traveling the globe delivering his uplifting message, Wayne is writing from his home in Maui.
Christine Kloser is an inspirational business coach, engaging speaker, award-winning book publisher and author of *The Freedom Formula: How to Put Soul in Your Business and Money in Your Bank*, *Conscious Entrepreneurs: A Radical New Approach to Purpose, Passion and Profit* and the *Inspiration to Realization* book series. Since 1991, she has been an entrepreneur, continually exploring new ways to integrate her spiritual understandings with strategic business tactics for herself and her clients. She provides lectures, training, coaching and book-publishing services to thousands of entrepreneurs worldwide.

Named the Wealthy Woman’s Business Ambassador for her dedication to empowering women entrepreneurs, Christine has been nationally recognized as a business and empowerment expert. In addition to her own books, her business and success advice has been featured in the books:

- *The Ugly Truth about Small Business* by Ruth King
- *Web Wonder Women* by Lynne Klippel
- *What No One Ever Tells You About Starting Your Own Business* by Jan Norman
- *Empowering Women to Power Network* by Ponn M. Sabra
- *Heart of a Woman* by Sheryl Rousch
- *Secrets of the Millionaire Mind* by T. Harv Eker

A former television host, columnist and seasoned interviewer, Christine has appeared on numerous radio and television programs and has been featured in *Entrepreneur Magazine*, *The Los Angeles Times*, *The Portland Press* and *Women’s Day*. Her insights and articles are regularly published in her FREE *Conscious Business Connection* ezine, which reaches thousands of conscious business owners worldwide.

Originally from Connecticut (with 14 years in Los Angeles), Christine now enjoys the expansive views and fresh air in Pennsylvania with her husband, daughter, and Schumper, the family cat.
Identify Your Expertise Worksheet

What credentials, degrees, and certifications have you received over the years? What have you been recognized and rewarded for?

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What volunteer work have you done that is specific to the information products you will be creating?

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__________________________________________________________________________
Position your Expertise

What have you done for any length of time?

What would you do even if you didn’t get paid for it?
Position your Expertise

How do others view you? What have they said you are good at?

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What are you passionate about?

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Write a 200 - 300 word bio to position your expertise