



10842 Noel Street #107, Los Alamitos, CA 90720
Phone (714) 484-4747 or (877) 606-5232 • Fax (562) 684-0695 or (877) 607-5232
www.pac-west.org info@pac-west.org

Five Simple Things You Can Do To Position Yourself as an Expert in the Marketplace

By Ann marie Houghtailing, www.thehoughtailinggroup.com

Being an Expert in your field increases your opportunities to procure more clients and generate more revenue. The process of becoming an Expert is not so mysterious or elusive as you might imagine. No one is anointed or ordained an Expert. Expertise is more about proselytizing your message, giving away some information and getting yourself out into the world so people know who you are. There are several simple things that you can do to help the light of expertise shine upon you, and separate you from your competitors.

1. WRITE

It doesn't matter whether you write commentary, articles, blogs or books. Your voice is your message and your brand. Express your opinion, solve a problem, open up a dialogue or simply observe something in your field and write about it. As you accumulate more material you will elevate yourself as someone in the know. If you aren't a writer find someone who is a writer who can help you organize and communicate your ideas. You can also co-author articles if you find someone who it makes sense to partner with.

2. SPEAK

Find places to talk about what you know and offer your services as a speaker. While this may not be an option for everyone, if you aren't paralyzed by the idea of standing in front of a group of people, then put together a presentation based on something you've written or an idea you think is worthy of discussion and share your knowledge. Start small and local with professional and networking organizations relevant to your field. You'll be surprised by how much business you can generate with a captive audience.

3. GRAB SOME MEDIA ATTENTION

If you are doing anything at all that might be of interest to your local news or any printed publication, reach out and let them know. The very worst they can do is to say no to you. Remember you get nothing from doing nothing. Industry publications are a great way to get started, but don't be afraid to try television and other news outlets. They are looking for interesting stories to cover.

4. PARTNER UP

In business you are the company you keep. Creating an alliance with a significant organization or individual can elevate your status in the community. As a sales trainer and business strategist I partnered with the University of San Diego to develop the Institute for Sales and Business Development. The partnership provides me with greater exposure and increases my credibility by attaching my name to a recognizable, reputable institution.

5. TEACH

Teaching implies expertise. If you weren't an expert surely you wouldn't be teaching the subject to others! You don't need to teach at a university. Create your own workshops or seminars or teach for an organization. There are always opportunities to share your knowledge. Even teaching one class a couple of times a year will assist you in advancing yourself as an expert.

Share what you know and don't wait for someone to call you. Go out and let everyone know that you have important information that will make them more successful in their field. Every article, speaking engagement, partnership and teaching job leads to more opportunity and contributes to shaping your reputation as an expert.