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**100% Effective Natural Hormone Treatment**  
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**7 Ways to Become an Obvious Expert in Your Field**

By Roger C. Parker

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Obvious Experts enjoy a compelling advantage over their competition; they're the first ones thought of when there's a challenge to be addressed. Obvious Experts are resources whose advice and expertise are welcomed, trusted, and enthusiastically recommended. When you become an Obvious Expert, prospects come to you pre-sold on your competence. This speeds sales and avoids pricing issues based on unfamiliarity and a resulting lack of trust.

Here are seven ways to use technology to promote your professional services on a limited budget:

Technology makes it practical to promote Obvious Expert status. You can: Maintain constant contact. You can keep in constant contact with clients and prospects without the costs of printing and mailing. Educate your market. Show prospects what to look for when buying and how quality pays off in the long run. Synergy. You can create a powerful synergy between online and offline marketing. Use print to drive website traffic!

Here are some ways to put technology to work promoting your expertise:

1. Keep in touch for free

Adobe Acrobat's PDF file format lets you distribute attractive, easy to read, One-Page Newsletters for free via e-mail and the Internet. Monthly, educational, One-Page Newsletters prove your expertise without bragging or boasting. A monthly One-Page Newsletter is far more effective than a four-page newsletter every other month, or a quarterly eight-page issue. Acrobat permits you to use type and layout to visually "voice" your One-Page Newsletter. This establishes an image and sets it apart from your competitors.

2. Drive web site traffic

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Flash Paper, a file format you create with Macromedia Contribute, permits you to display formatted newsletters on your website. Visitors can immediately read and print your One-Page Newsletters without having to download them. Contribute also lets you update your website without knowledge of HTML.

### 3. Add a personal touch

Web audio adds another level of persuasion and personalization. You can record "welcomes" and "invitations"—furthering your relationship. Audio also permits visitors to hear testimonials delivered in your client's own words. You can host teleconferences on low-cost rented bridge lines. You can expand upon topics introduced in One-Page Newsletters, engaging your market and deepening relationships. Calls can be recorded and offered as free MP-3 website downloads.

### 4. Automate your marketing

Use autoresponders to automatically fulfill prospect information requests. Each request can trigger a timed sequence of e-mails—like a "mini-course"—greatly increasing your chances of making a sale. Post-purchase autoresponders help you cross-sell, up-sell, and re-sell buyers.

### 5. Write better in less time

Mind Mapping software helps you plan your marketing and write more persuasive copy. Mind Mapping helps you harvest and organize your ideas. You can easily plan your marketing and create each issue of your One-Page Newsletter. You can also use online technology to dictate your newsletters, greatly reducing the time it takes to create each issue.

### 6. Publish your expertise

Print-on demand helps you publish a book that promotes your expertise without undue financial risk. Books are only printed when they are sold.

### 7. Learn from your market

Online surveys help you identify your market's information needs, test offers and messages, and find out why visitors leave your website without buying.

Keys to success Use multiple technologies. Use autoresponders to distribute your surveys, for example. Commit to consistency. One-Page Newsletters keep you constantly in front of clients and prospects. Always look your best. Use design to reinforce your image and your message. Educate, don't advertise. Let your ideas speak for themselves. Sales will follow.

Roger C. Parker is the \$32,000,000 author with over 1.6 million copies in print. For content ideas and more, contact Roger at 603-742-9673, or e-mail

and find out how

you can become an Obvious Expert.

## **Become an Expert: Write Articles**

**By David McKenzie**

### **Become an Expert: Write Articles by David McKenzie**

What is one of the best ways to become an expert in your chosen field?

It is to write articles on the internet.

I have been writing articles online regularly for about 4 years and I am constantly amazed at the exposure I get for myself and my online businesses.

I am even more amazed at how little expense is involved in getting this exposure. I outlay no money at all. All it costs me is the time to write the article and submit it to article resource sites.

Now, after writing articles for years, people refer to me as an expert. It's certainly nice being referred to in that way.

If you are intimately familiar with a subject and write articles regularly about that subject then YOU can become an expert.

Here are some of the direct benefits I have received by being referred to as an expert:

1. Enormous free exposure for myself and my online businesses. By writing free articles I get featured in dozens of ezines.
2. Articles published in some really big ezines. (greater than half a million subscribers) This can provide an instant large hit of traffic and sales.
3. Increased sales of my products. People buy from people they know and trust.
4. Joint venture opportunities that would not have come along if not for my articles.
5. A constant, regular stream of traffic to my web sites. By writing articles on a regular basis it ensures traffic to my sites never stops.

If you run an online business that is content rich and are not writing articles then you are probably missing out on increased visitors and sales.

Write articles regularly and you too can become an expert in your chosen field.

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David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!

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