

Become a Recognized Expert in Your Field and Increase Your Sales

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By Alvin Apple

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A lot of people write to me to ask my advice on home businesses and marketing. It started off with an e-mail here, a phone call there, but soon the questions started flooding in. Now I can barely keep up on my e-mail, and it's come to my attention that some people consider me a guru of sorts. Boy, was I surprised to hear that!

Now, I'm not saying that I don't have a lot to offer. I think I've picked up a few good ideas along the way, and I feel pretty good about sharing them. I'm really grateful for the business my status has brought me, it's just that I never thought of myself as the end-all authority on home businesses. I'm just a guy like you. I've put in a lot of time and hard work to get where I am, and I guess my ideas were good enough that I now have a following, and my business is booming. Doesn't it make sense then, that you could do the same?

So how did I do it? Well, first of all, I did my homework. After first ruling out the obviously ridiculous scams, I tried all the new home business ideas out there I could, and I interviewed people who had tried the ones I hadn't. I read business papers and watched business reports and basically kept my ears to the ground. I watched how much money and traffic came to the varying programs, and which submission ideas got the most response. After a short time I had narrowed my marketing schemes down to what I could tell really worked.

Next, I created a visible presence on the web in business chat rooms and on message boards. There are several sites that I go

to regularly to answer questions and post ideas. No selling here, just a friendly and constructive exchange of information. People really appreciate it when you're willing to just share information without giving a hard-sell. Pretty soon I had people e-mailing me on a regular basis.

Finally, I started submitting articles to business papers, magazines and ezines about anything I could think of that related to my businesses ideas. It took me a few times, but I got a formula down, and I started getting published, and published a lot. A business article should never a blatant advertisement, but an informative, well-written piece that will spark an interest in

what you do or sell. I found plenty of publications related to my business just by searching the web, and started zinging them articles on a weekly basis. At the end of each article I always include my business bio with my phone number, e-mail address and URL. That way people interested in what I have to say will have no problem getting in touch with me.

After a few months of implementing these tactics, I had more business than I knew what to do with, and I'm still doing great. Now don't think I'm resting on my laurels. I'm sticking to the program that helped me make it. I'm always looking at new ideas and reevaluating old, as well as talking to people and getting their opinions. I still visit chat rooms and boards and submit articles almost as much as I did at the beginning. I just figure that since these things are what really got me going, I may as well share them. I hope you can use them. Remember, there's money to be made out there if you just know how to do it.

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.

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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.

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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