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Into The Limelight

By Steven Van Yoder

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To stand out in a cluttered world, become a recognized expert

There are millions of small businesses vying for our attention. Yet, because the marketplace is more discriminating and skeptical, it's hard to get noticed. To enjoy the greatest return on your marketing efforts, you need to rise above the crowd. You need an edge over the competition. In short, you need to become slightly famous by establishing an expert reputation.

Not so long ago, expertise was equated with the number of years you were in business or the college diploma that hung on your wall. That has changed as people have come to be more interested in results. If you can deliver, people will be interested in you no matter how brief your business experience or how bare your walls are of diplomas.

Experts are sought after. They get more business with less effort and command higher fees. Journalists come to them for information. They are asked to speak at conferences. They out-position their competitors and break out of the anonymity trap because they know more and are recognized as knowing more.

Becoming an expert can help you achieve "top of the mind" awareness among members of your target market. By packaging your knowledge into articles, speeches, and workshops your name can immediately come to mind or be the first one mentioned when members of your target market turn to others to find what they need.

Publish

Publishing articles, columns and books are powerful techniques to establish your expertise. Publishing pre-sells others of your abilities and exposes you to thousands of prospects. And reprints of published articles make excellent, low cost sales literature, easily replacing expensive brochures, mailers, and

newsletters.

Kimberly Stansell says publishing created tremendous name recognition for Research Done Write, her Los Angeles–based consulting and training firm. Her syndicated column "Bootstrapper's Success Secrets" appears in dozens of entrepreneurial publications, association newsletters and business web sites. "The name recognition my column has given me is tremendous," says Stansell. "I get invitations to participate in events and other business opportunities. And I can automatically charge higher fees because people assume I'm expensive."

There are endless opportunities to publish your expertise. Thousands of business, trade and Internet publications covering every imaginable industry and audience are fairly easy to break into, even for beginners. If you have a good idea, tailored to a specific readership, there are thousands of publications hungry for articles from business professionals.

Find A Podium

When Robert Middleton moved his marketing consulting practice a few years ago, he had to find ways to generate new clients. He immediately contacted local chambers of commerce, business groups, and organizations likely to be interested in his three–hour marketing workshop. Within months, Middleton not only had plenty of clients but also made a name for himself in Silicon Valley as a marketing expert for professional firms.

On any day, there are thousands of speaking opportunities available to small business owners who take the time to seek them out. To find an available podium to promote your business, contact clubs and groups in your community that conduct speeches and workshops. If you have a good topic that is relevant to their membership, most will be happy to hear from you.

Middleton sends each group an introductory package. It includes a cover letter naming other groups that have sponsored his presentations, a biography, a short description of his suggested talk, and comments from those who have attended his seminars. Middleton now conducts three to five such presentations a month, tailored to individual audiences.

Virtualize Your Expertise

Have you noticed that many high paid, respected professionals publish information materials? You can establish expertise, generate additional income and develop a compelling brand identity by developing books, booklets, e–books, audiocassettes, special reports and other information products based on what you already know.

CJ Hayden began life as a professional coach ten years ago in San Francisco. After years of delivering her "Get Clients Now" program to local audiences, she franchised her ideas and took them to a national marketplace. "I trademarked the name, taped a workshop, and wrote a 50 page workbook. I created an "out of the box" package so others could produce my program on their own." The success of her "brand extension" strategy even helped her land a book deal to publish *Get Clients Now! A 28–Day Marketing Program for Professionals and Consultants*

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The best strategy is to create synergy between your products, services and reputation. Send information products to prospects. Use them for "back of the room" sales at speeches and workshops. Boost your profile by promoting products in articles, press releases, and at networking events and trade shows. Also, list your products in the catalogues and directories of trade associations, book clubs and business groups.

Keep It Going

Investors know that the best returns go to those who are patient. Not every article, speech or workshop or information product will make your phone ring off the hook. But, if you are consistent, you will develop an expert reputation that will help you land new clients and customers while making your business a recognized and reputable name in your marketplace.

Steven Van Yoder is author of *Get Slightly Famous: Become a Celebrity in Your Field and Attract More Business with Less Effort*. Visit

<http://www.getslightlyfamous.com>

to read the book and learn about

'slightly' famous teleclasses, workshops, and marketing materials to help small businesses and solo professionals attract more business.

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What is Blogging??

By Santiago Padilla

Bloggng 101

If writing is an art, then, blogging is one way of using words to come up with an art. This is because people who are into blogging are the ones who are artistic on their own sense, carefully choosing words that would best describe their feelings, sentiments, wishes, desires, and everything.

Basically, blogs were first introduced as weblogs that refer to a $\frac{1}{2}$ server $\frac{1}{2}$ s log file. It was created when web logging hit the virtual market. Since its inception in the mid-1990s, web logging gradually saturated the virtual community making the Internet a viable source of greater information.

However, with web logging, you still need a web site and domain names, but with blogging, you do not need anything just an account with blog providers. In most cases, these kinds of blogs are free of charge.

With the onset of blogging in the industry, personal journaling had been a common ground for people

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who wish to be known all over the world. However, not literally famous as this is not a case on being popular or well-known personality.

Generally, blogs are created for personal use. Like a journal, people can write their daily adventures, sentiments, and whatever ideas they want to express online.

Nevertheless, with the advent of the online businesses, blogs had gradually taken the limelight in providing businesses a chance to boost their productivity online. This is where the business blogs have taken the limelight.

Business blogs are, basically, created to advertise the services or products of a certain web site or online business in order to increase online sales.

Moreover, business blogs are also one way of promoting the company so that the other readers will know that a certain company exists online. With blogs, entrepreneurs are able to establish a name in the virtual market through articles that can be very useful in the reader's life.

From there, you can make money out of blogs by simply syndicating it to your business web site. This can be done through the RSS technology.

So, if you are thinking to create a blog, whether for business or for pleasure, you need to know some tips that could help you get through and make your blog one of the interesting blogs online.

Here's how:

1. Consider your audience

Even if your blog is generally personal, still, it would be better to consider the minds of your readers. You have to think of something that would interest them.

After all, most of the reasons of people who write blogs are not at all confined to their own personal motives. Most of them would love to be heard (or read) and would love to be known, in some way or another, even for just a minute. Hence, it is very important to come with a write up that everybody can understand, not necessarily that these people can relate to it but they can understand it.

2. Pictures speaks a thousand words

To make your blogging worth the browsing effort of your readers, it would be extremely nice if you will put some pictures in it. It does not necessarily mean you have to place a picture of yourself. Any photographs will do as long as it does not pose danger or insult to anyone who will be reading your blog.

3. Make constructive and beneficial blogs

Even if you are free to write anything you want to say to the world, still, it would be better to create some write-ups that would be beneficial to your readers.

After all, its information technology that you have there so better be inclined to provide information rather than sheer quirky entertainment.

4. Avoid making multifaceted and complicated blogs

In order to have an interesting blogs, try not to use some highly technical and highfalutin words. After all, it is not a science discourse or a debate that you are making, so better stick to simple facts and short blogs.

Bear in mind that most people who use the Internet usually do more scanning than scrutinizing each site word for word. Therefore, it would be better to come with blogs that will not bore your readers just because you have these lengthy articles.

5. Make it interactive

As much as possible and if your capacity will allow it, make your blog interactive. You can do this by placing some video or audio clips in your blog.

You can even place an area for comments or for some feedbacks. In this way, you can get some impressions or reactions of other people. Who knows, you might even gain some friends just by making them feel at home in your blog site.

Indeed, blogs are not created just for the mere fun of it. It also has its own purpose in the world of the Internet.

Therefore, for people who wish to harness their craft, as far as writing is concerned, blogs are the best way to do it.

As they say, blogging is the contemporary term of creative and commercial writing.

Santiao Padilla: webmaster since 2002, is my full time activity, making webpages is my hobby and my job.

increase your web traffic

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