

Market yourself by becoming an on-line expert

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By Jeff Gilman

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Get paid to tell people what you think. Indulge in shameless self promotion. Work at home or while the boss isn't looking. Promote your web site and business. Get noticed on the internet for free!

"An expert is a guy that traveled more than an hour to get to the job." – Anonymous

If it is true that the further from the client you are the more of an expert you are, then the internet is for you. And if you really do know what you are talking about, the opportunity is even greater and certainly things will work out better for the client! This article describes 'expert' web sites and how you can promote yourself on the internet by providing expert advice and services on line.

Expert web sites are meeting places, almost bulletin boards, where members (aka the unsuspecting public) can meet experts (you, me, and my 2nd year of law school son) to get advice. The sites make money from advertising and from a share of the revenue the expert charges for her consultation. We know who the unsuspecting public is. But the definition of an expert on these web sites is generally just someone who says they are an expert. I've signed up as an expert in a couple of places and no one has checked my quals. In fact the disclaimer for members generally includes the following kind of language: vendor 'does not have control over the quality, timing or legality of services actually delivered by the Experts'. In the words of a carnival barker, 'you pays your money and you takes your chances'.

This isn't necessarily a bad thing – who could guarantee quality or exercise control of all of the advice passed out over the internet? Who would want to? What you must recognize is that credibility is an issue you need to seriously address in these systems. You will get a reputation so you want to think carefully about the kind of, and range of, service you provide.

If your expertise is writing press releases, selecting after-dinner wines, writing software code, or otherwise producing a clear-cut deliverable, and you have work product to point to, I think these systems are worth exploring. If you can demonstrate what you do, draw a box around your service AND make a profit, you will probably have happy customers. On the other hand, if you can't draw a box

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around your service client expectations may get out of hand and you risk disappointing the client and losing money yourself.

One experts' web site you should visit is www.swapsmarts.com. Swapsmarts has over 1400 experts and their range of expertise includes, in no particular order; cricket, mathematics, relationships, ecommerce, investing, writing, and astrology. And to think some people still don't believe free enterprise helps people. In researching this vignette, I visited www.askjeeves.com and asked Jeeves 'where can i become an expert'. (Jeeves doesn't care about capitalization, punctuation, or syntax. Unlike my editor, school teachers before him, parents before them, and so on.) Jeeves tells me I can become:

a volunteer wedding expert

an expert in anything in the Greater Milwaukee area at www.asktheexperts.org,

a computer expert helping students at Stanford <http://www-facilities.stanford.edu/sg/expert.html>,

a pole barn expert,

a travel expert, and my favorite

How to Make Extra Money as an Expert Witness from www.welldressedmonkey.com.

The lunacy aside, expert web sites are a good idea. They help solve the classic problem in marketing – meeting people and getting leads. This problem will never go away but expert systems really do give you the opportunity to get the introduction.

Comments on this article? Have an extra plate at the dinner table? Contact me!

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3 Popular Niche Marketing Misconceptions

By Steve Schwartzman

Specializing in Niche Markets has never been as crucial as it is today. Long gone are the days when you can target general, broad markets and make money from them.

To make money in today's Internet Marketing environment, one must specialize in well defined niche topics.

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Lets examine a few misconceptions when it comes to niche marketing.

Misconception #1: You do not have to be an expert in the Niche field you choose!

Everyone says you should only choose a Niche that you are an expert in...nonsense!

The Internet is so impersonal that you can easily appear as an expert and not know anything about that particular niche topic. The key is to appear as an expert. How? You can outsource, build niche sites with no interaction such as blogs, purchase resale rights to an ebook in a particular niche. You see, you can choose to profit from any niche you like.

Misconception #2: Choose one niche market and stick with it.

Not true! Once you establish yourself in one niche and develop a profitable system, choose another one and run with it. You can even choose a pen name if you like, it's common practice to do so.

Niche marketing is a numbers game. Once you find a profitable niche put it on auto-pilot and choose another niche market to get into.

Misconception #3: The best way to make money in the niche game is to promote niche products as an affiliate.

Wrong again! Sure, becoming an affiliate and promoting niche products can be very profitable, but if you are doing this, you're not maximizing your income.

You need to promote your own landing or squeeze page where you collect the e-mail address of the visitor, and then sending him or her to the niche product you are promoting. You should also send out an e-mail course with informative information pertaining to that particular niche market to gain the visitors trust. Since your subscriber now trusts you, you can recommend products in that niche again and again, knowing your recommendation holds a lot of weight.

Those are three popular misconceptions when it comes to niche marketing. Follow the tips above, and you will be more likely to succeed. Remember, it is important to find a profitable niche, set it up so it is on auto-pilot, then move on to the next niche.

Not all niche markets will be a slam dunk, so don't get discouraged.

Even if one out of ten become really profitable, sit down and smile, you've hit the jackpot.

Steve Schwartzman is a veteran Internet Marketer and founder of the popular membership site Niche Time. He will take you by the hand and show you how to profit from at least 3 different niche topics each month, even if you know nothing about them! Build many e-mail lists and profit from them for years to come. Visit

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