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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Expert Advantage– How to Attract Clients with Ease

By Caterina Rando

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Get that certificate framed, finish that article, get yourself on a panel. To make your business soar position yourself as an expert. When your potential clients are deciding whom they will do business with, they are less concerned with price. As a business success coach working with small business owners I tell my clients over and over 'everybody wants to do business with an expert.' If you want to increase your business success establish yourself as an expert.

There are several things you can do to position yourself as an expert. The first thing you have to do is...

o See yourself as an expert If you do not consider yourself as an expert then you have two choices become an expert fast or find a new profession. You know a lot more than you think you know. You may take your skills for granted– why not – what you do is easy for you. No one else will see you as an expert until you first see yourself as an expert.

o Public Speaking is a very important way to gain exposure and potential clients. Put together a list of topics you can discuss and send it out to the program chair of different organizations you identify as groups filled with your potential clients. Whenever you are speaking you can invite potential clients who you would like to hear you speak. Speaking gives people an opportunity to meet you and get to know you before they hire you.

o Do public seminars You will not make money on these seminars, in fact you may spend some money to put one together. However there are benefits to creating your own forum for presenting your work. You determine how long you will speak and what the format will be. You can target participation to people you know are potential clients for you. You can do press releases and event listings in publications that lots of people will read even if they do not come. This results will be people saying to you the ever–popular phrase "I see your name everywhere." If you are not hearing that you have not yet established name recognition for yourself. That is a big part of positioning yourself as an expert.

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o Write articles Get articles published wherever you can. Any publication, from your alumni newsletter to your local daily paper or a national magazine can be a good venue for you to get your message across. When writing articles always ask for a byline and a photo to be included. Reprint all articles you have written. Send them to current clients and potential clients. Your name in print spells expertise.

o Publish your own newsletter If you can not easily get others to print your articles, print them yourself. A newsletter can be no more than a single side of an 8' 1/2 by 11' sheet of paper. In addition to information on a topic related to your business you can also print a list of services, an announcement about a special event or any other self promoting information you see fit.

o Write a book Being the author of any book adds credibility to your message. If you can not get a publisher to take your book consider self-publishing. There are a lot of resources out there to assist people with self-publishing. Also there is a lot of software on the market that makes the formatting of

your book easy.

o Print a booklet If a book is overwhelming then consider this simple and easy alternative. A booklet can be nothing more than four pages folded over with information and tips to consumers to consider when working with your industry. You can use this as a leave behind marketing piece that will continue to state your expertise.

o Get some media coverage Produce a press kit discussing the topics you would like to speak to. Send out news releases to your local papers radio stations and TV shows when you are doing something news worthy. When you are a guest on a show always ask for a video or a tape so you can use it for other opportunities later.

o Create photo recognition Have a professional quality photograph on hand so you can seize any opportunity to use it. People that will not remember your name will remember your face. Then you will hear when they recognize you as an expert " I see your picture everywhere".

o Teach If you are teaching others what you know you must surely know a lot. Community colleges, universities and community organizations are always looking for adjunct instructors and special guest speakers to share their expertise with students.

Whatever you decide to do to establish yourself as an expert recognize that you must regularly continue your professional development. Go to seminars, read industry publications, consult with colleges keep current on the use of new technologies in your industry. To establish yourself as an expert remember the most important part is to first be the expert you are capable of being. If anyone is going to be the expert– have it be you.

5 Ways an E-Mail Newsletter WILL Help Your Business Grow

By Alexandria K. Brown

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If you're looking for low-cost ways to promote your business (and aren't we all?), I hope you've considered publishing an e-mail newsletter, or "e-zine." Here are 5 ways that sending out this simple e-mail message will help YOU increase sales – guaranteed. (And if you already publish an e-zine, make sure you're taking advantage of all of these points.)

1. An e-zine will **STAY IN TOUCH** with your clients and prospects for you on a regular basis.

Unless you continually follow up with clients and prospects, they'll soon forget about you. But imagine calling or writing each and every one of them every week! That would be nearly impossible to pull off.

Well, an e-zine achieves the same goal – keeping you on their "radar screens," but in an unobtrusive way. This constant contact makes these folks more likely to think of YOU – not someone they heard about yesterday – when they need to hire someone who provides your services or products.

2. An e-zine will effortlessly **SPREAD THE WORD** about you and your business.

If you write a decent e-zine, your readers will be very likely to pass it on to friends and colleagues. Remember that old shampoo commercial that went, "And I told two friends, and she told two friends, and so on, and so on..."? That principle – clients passing on the word about your product or service – is called "viral marketing" these days.

Most publishers begin with only a few dozen subscribers who are their clients and associates. But after several months, you can have thousands of readers on your list – thanks to viral marketing mixed with some promotional legwork.

3. An e-zine **CREDIBLY** and **SUBTLY** promotes your services or products.

Instead of simply *saying* how great your business is, an e-zine lets you *show* how great you are by sharing your expertise through tips or client stories. (As my old journalism professor used to say, "Show me, don't just tell me!") You're avoiding simple bragging, and are instead offering useful information that demonstrates your knowledge. Bravo!

4. Publishing an e-zine instantly positions you as an **EXPERT** in your field.

By showcasing your knowledge and skills, you're likely to attract more and better clients. And by sharing what you know well, you're saying, "Hey, I know my stuff! I'm an expert." If you make a living by providing a service, you're an expert in your own right. If you're still uncomfortable with that term, try on the word "resource." (Okay, feel better?)

5. An e-zine is the ideal way to **CAPTURE** the e-mail addresses of your **WEB VISITORS**.

This one's a biggie: If I visit your site today but aren't ready to buy from you today, you've likely lost me forever when I click away. **BUT** if you invite me to sign up for your free newsletter that features helpful

information on the topic at hand, I'll be happy to sign up.

NOW you've got me to market to, over and over, as long as you continue to give me the practical content you promised. I'll get to learn all about your services and products while you gain my trust. This is especially powerful because statistics show that consumers don't usually purchase a product or service until after they've seen multiple messages about it!

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