

Become an Expert in Your Field

Taken from an article "Becoming a Recognized Expert" by Steven Van Yoder. Visit the web for the full article:
<http://sbinformation.about.com/cs/marketing/a/uuexpert.htm>

There are many, many small businesses trying to stand out in today's marketplace making it harder and harder to get noticed. One FREE way to market your business is by becoming a Recognized Expert in your field.

Recognized Experts are sought out, get more business with less effort and command higher fees. Additionally, journalists seek experts out for information, they are asked to speak at conferences and they out-position their competitors by breaking out of the anonymity trap.

Becoming an expert will help small business owners achieve "top of the mind" awareness among members of a target market. By packaging knowledge into articles, speeches, and workshops name recognition is increased which increases visibility.

Listed below are 3 ways to establish yourself as an expert in your field.

Publish: writing articles, columns and books is a powerful technique to establish expertise. There are thousands of business, trade and Internet publications that cover every imaginable industry and audience, which are fairly easy to break into--even for beginners.

Find A Podium: speaking opportunities are available to small business owners who take the time to seek them out. Contact local chambers of commerce, business groups, and organizations in your community that conduct speeches and workshops. As long as you have a good topic that is relevant to the membership, most groups welcome speakers.

Virtualize Your Expertise: 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.

ExtendedOffice provides marketing and administrative support to small business owners. We can help with writing articles, coordinate speaking engagements and implementing marketing plans which will take your business to the next level and increase your visibility. Visit us online at www.extendedoffice.com; a **FREE** consultation is only a phone call away!