



61 **Becoming a well known expert in your field**

What is an expert?

An expert is a person who has a high level of skill and knowledge in a particular niche area. An expert is someone who is seen to have a specific talent and extensive experience in one particular field. Experts are often thought of as the best problem solvers and solution providers in their field. They are the leading authorities whose knowledge people trust.

Why is becoming one important?

Becoming an expert and promoting yourself as one is a very good way to ensure that you gain the maximum trust and recognition in your industry. People love experts and would much rather pay more for someone who is known as the best in the business. Imagine if you wanted to explore the possibility of franchising your business, who would you rather take on as a consultant to advise you on the best way forward, a franchising expert or a generalist? Who would you be prepared to pay more for? Who would you be most likely to recommend to others who wanted a similar solution? The expert wins every time.

When you focus in on a specific niche area and become the resident expert you will find yourself seeing the same problems over and over again. Eventually you will create a set of solutions that can be applied to 90% of the problems your clients face. You will build up more and more success references. Over time this will give you more and more authority. Once people see you as someone who really does understand their needs and problems and has proven methods and ideas to help them, they will buy your services confidently. Developing an intimate knowledge of specific problems and having solutions that work is very powerful indeed.

Your challenge

Your challenge will be in deciding to be the expert and focusing on a specific area of business. Many people are afraid to specialise and pride themselves of being able to provide their clients with anything and everything. Deciding what you are going to be the expert in will take research and forethought. You will need to find the problems first and design your expertise to provide the solutions. Specialising takes concentration and commitment. Creating an expert status in the marketplace needs a strategy all of its own.

How to be seen as an expert

- Describe your expertise in a way that shows people how you can solve their problems.
- Build a portfolio of testimonials and references for your work.
- Work in a targeted, narrow field solving specific problems for specific people.
- Target the promotion of your expertise to the people who need you most.
- Get a book published and share your expertise.
- Write articles for business publications and websites.
- Get on TV or radio shows as the resident expert.
- Run open events and seminars connected with your area of expertise.
- Join associations and professional institutes that verify your expert status.
- Speak at conferences connected with your area of expertise.
- Complete continued professional development and build your expertise through experiences.
- Build your word of mouth and referral marketing.
- Give ideas away – create a free newsletter or information sheet.

ARE YOU AN EXPERT? – SPECIAL RESPONSE CHECKLIST

You may already be an expert. Find out by answering the following questions.

- ▶ What are your greatest talents and skills?
- ▶ What are the most important problems you solve for people with these talent and skills?
- ▶ What advice do people come to you for most often?
- ▶ What have you been asked to speak about at conferences?
- ▶ What kind of expertise do your clients value?
- ▶ What level of expertise is expected in your business?
- ▶ How can you prove your expertise?

How to use this information

You can create and promote expertise in any business. If you can see, having uncovered your own expertise, that you have something that your customers would value, you owe it to the world to let people know about it. Get out there and shout about it.

Think expert and attract people to you