

You're an Expert, So Prove It!

by Laura Orsini



One of the fastest ways to grow your business and your bottom line is by being known as an expert within your industry — and one of the quickest ways to establish expert credibility is by writing about what you know.

Did you realize you were an expert? Of course you are. You have a job, an occupation, a career . . .

“Hold on one quick second,” you say. “You must have me confused with someone

else. I may be a lot of things, but I am no expert.”

What’s this you say? You’re quite sure you’re not an expert? Oh, really? Well, as we mentioned before, you have a job, an occupation, a career, don’t you? And clearly you must be pretty good at it, or you would not still be in that job, occupation, or career, right? You probably also have a hobby or two. Maybe you have a unique spiritual philosophy. Maybe you’re the only one in your family who knows how to make Great Grandma Marie’s portabello mushroom spaghetti sauce, the way she used to make it in the old country. Trust me. You are an expert.

Still not convinced?

Well, let’s look at what it means to be an expert. Being an expert means you have specialized knowledge about a particular subject. An expert is someone who is recognized as a reliable source of knowledge, technique, or skill. Experts have prolonged or intense experience through practice and education in a particular field. Expertise is the ability of a person (the expert) to deliver a desired result, such as pertinent information or a specific skill. Expertise is a form of power; in that experts have the ability to influence others.

So, would you not agree that there is at least one area or subject about which you know a significant amount? Enough to consider yourself an expert at it? If you know more than most people about something, quite simply, you are an expert.

OK, say it out loud with me:

I am an expert.

I am an expert.

I am an expert.

Now fill in this blank: *I am an expert at _____.*

OK, say it out loud with me, this time filling in your area of expertise for the blank:

I am an expert at _____.

I am an expert at _____.

I am an expert at _____.

One of the most remarkable things about being an expert is that people **will pay you** for information they *could* find on their own, if your information will save them time and/or money. This information may take the form of a book or an eBook, of course, but people also pay for magazines and journals, newsletter subscriptions, special reports, and more. The fact that you are an expert means that your material promises to be interesting, authoritative, and reliable, as well as a definitive solution for their problem in language they can easily understand.

To that end, you want everything you write to convey the fact that you are *the* expert at your business or in your industry. Whether it's a book, article, brochure, sales letter, PowerPoint presentation, or your Web copy, you want strong, polished written words that convey without a doubt that you know are a supreme authority about your business or industry. Be confident and bold! ***You have a lot to offer*** — your writing is simply conveying that expertise to your clients and potential clients.

So what should you write about? Try answering one or all of these questions:

- What do you do better than 90% of other people?
- At which part(s) of your job do you excel?
- What do you love?
- What do you hate?
- What would you like to learn more about?

Remember: people respond to emotion. You want your subject to be something you're passionate about! Sometimes hate (or even very strong dislike) is much more persuasive than love. If you **hate** when people butt into your conversations from the other side of the room, maybe you could write a book called *How to Leave Them Open-Mouthed and Quiet Every Time*.

Regardless of your subject, if your message is communicated well to the proper audience, people will come back to you time and again for more of your expert information. Writing is a great way to build a following. You can start with e-mail blasts, build to a newsletter, collect your articles into an eBook, all the while growing your mailing list, increasing your following, and establishing further expert credibility.

So what happens if people begin to identify you as an expert? You will be the first person/business/company they think to call. Your reputation will precede you. You will be able to increase your fees!

To be an expert does not mean you have to know ALL there is to know on a particular subject. It simply means you know more than most, and you convey that knowledge well. Your English teachers always told you, "Write what you know." Let's embellish that just a bit: "Write what you know, become a leader in your field, and watch your bank account grow."

January 2008

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