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How to Establish Yourself as an Expert

Have you established yourself as an Expert in your field? If not, this is a great way to get added exposure, publicity and credibility for you and your business which will ultimately bring you more sales and more money!!

Many business professionals I know are so good at what they do but the problem is that everyone else doesn't know that about them. When you think about what kind of image you want to present to the public and business community – what is that? What do you look like (in your mind)?

Do you think everyone else sees you the same way or do you suppose they might have a different impression of you? My friends at Y2Marketing call this your **"Inside Reality" vs. your "Outside Perception"**. Your Inside Reality is what you think you are being perceived as and your Outside Perception is what people are actually perceiving you as. Many business owners get this confused or don't realize that their Outside Perception doesn't match their Inside Reality.

It's good to be seen as an Expert in your field, I know, many people see me this way. I believe it's due to my exposure in the community and the local chambers at events and meetings, on committee's and as a volunteer; it could also be due to me having established my Marketing Seminars which get published in the local newspaper and local Business Journal; it could also be due to the fact that I've spoken in front of sales teams, chamber groups, business training meetings, women's organizations and even a high school class.



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One of the main reasons though could be because when I meet people I instantly want to help them and give them advice on their marketing; whether it's critiquing their business card or brochure, suggesting they get a nametag or car sign or if I give them suggestions on where to and where not to advertise their business. This alone sets me apart (as would it you) because I am educating and informing people on their marketing, not trying to sell them something or convince them to use my services.

Think of ways you could establish yourself as an expert – how can you get involved and/or get noticed?

Here are some questions to ask yourself:

1. **What is your Outside Perception?** If you don't know, I would suggest asking some of your clients, peers, friends, etc. Ask those who would be honest with their feedback and see what they say. See if what they say is what you want it to be. If not, you will want to see how you can adjust your brand, your marketing message, your positioning, your products or services, pricing, etc. Don't go crazy with all of this and don't go changing things on one or two people's opinions but be proactive and look at yourself and your business from the outside in.



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2. **What kinds of clients or people do you attract?** This somewhat relates to your target market which means if you attract one type of person who wants to listen to you or do business with you and you are targeting a whole different type of person – then you might want to rethink who you’re targeting? So, where can you find more people that are attracted to you? Do they have a professional organization you can speak at or advertise to?

3. **What kind of articles, how to tips or stories can you write that will be of interest to the general public or are hot topics for the media?** If you find some hot topics, then find a way to write about them. Develop articles to post on your website, offer online to article publishing sites, offer local media to publish, edit or quote you from or research online for other media sources that these would be of interest to. Then don’t forget to highlight yourself when published to your list on your website, by email or mail.

4. **Where can you speak on similar topics of interest?** Are there professional, church, community or other organizations with members who would be interested in your expertise? Approach the person in charge of booking their speakers with attention getting headlines, topics and presentation ideas. Give them highlights of what their attendees would learn or what they would walk away with but don’t show them your whole presentation. Offer to speak for no charge at first and then as you get more known, try charging for your time; some organizations will pay, some won’t.



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5. **Are you publishing an ezine?** Make sure you are. You'll want to send it out to your opted in list, advertise the ezine online so others can sign up and promote it on your website. The more followers you can get regularly through email marketing or other marketing, the more referrals or opportunities you'll get to speak at events, be quoted in publications or be highlighted in some other way.

These are just a few ways to increase your expert status. Most of all, you want to be "On Top Of Mind" with everyone who knows or comes in contact with you. You want to become the "go to person" in your field; this is how you become an expert. Good luck!!

About the Author



Katrina Sawa, Solopreneur Marketing Coach, helps entrepreneurs and small business owners build their database of clients and prospects, determine the best ways to market their business to their target market, teach them how to network, develop follow up systems, marketing and advertising plans and find ways to get free or low cost publicity which all lead to more customers and increased sales!

Katrina has been named "The Networking Queen" by her peers and clients ever since she founded her business in 2002. She was always found out mingling at chamber of commerce mixers, business networking events and expos and any event she could attend where her target market would be in attendance. Consistent networking and follow up is the primary reason Katrina has been so successful in her business.

An avid gardener, party planner and softball buff, Katrina enjoys the sunshine of Northern California. She grew up not too far from the Sacramento area and then received her B.S. in Business, Marketing Concentration, from California State University, Sacramento.



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