

ENA Module 2: 3 Step Plan To Becoming A Niche Expert (Video Transcribed)

Carol Mortarotti: Okay. Here we are. Module two, this is the *Three-step Plan to Becoming a Niche Expert*.

Just to go over it again, the definition of an expert is a person with extensive knowledge or ability in a given subject. It doesn't say you have to have a PhD or a master's degree. It doesn't talk about any of that. It's just it's a person with extensive knowledge. It's all about perception. Being perceived as an expert is what sells products and services. Like I said before, it's okay if you're not an expert. Very few people actually are. Now, if you follow a few simple steps, you too can acquire expert status in your niche faster than you think.

The three steps to becoming a niche expert:

Step 1 is research. Familiarize yourself with a handful of the leading books specific to your niche.

Step 2 is write and transform. Become an author. Create a product that solves your customers' top 5 to 20 problems or create a how-to guide.

Step 3 is rehearsal. Begin developing your skill set. Practice by giving free seminars at nearby universities, libraries or any other community organization. You see, this is very easy. Even if you did one of the three steps, you could be perceived as an expert because you probably have more knowledge than most people do in your niche. So you could stop there but I highly suggest *doing all three*.

It isn't that difficult to complete all three steps because I have made it easy for anyone to do. I have paid thousands of dollars for several courses I still have sitting on the shelf. I've done about 50 percent of them but they include 80 hours of videos, plus books that go along with them... It's so overwhelming and it's too much. I wanted to keep this simple because as I said before, I want you to finish this course, get your expert status and start earning some money with your expert status. You owe it to yourself to take action!

Step 1: research. You're going to go to the bookstore or to Amazon.com and all you're going to do is go to the best sellers. If you can read two to three of the top-selling books in your niche, you're way ahead of most people.

It's even better if you can go and read a handful of the top blogs, newsletters and forums in your niche. Go to Google, type your niche keyword + blogs or newsletters or keyword + forums in your niche. See what people are talking about. Learn about your niche. I think a really good tool is to sign up for your competitor's newsletters and their free training courses to see what they're offering. Check out what their autoresponders are when they're sending them to you and what they're giving away for free and what they're also selling you.

Step 2: write or create. That's when you become an author. You can write an ebook or a book. You can create a podcast and get that transcribed or just write any type of product that's going to solve your customers' top 5 to 10 struggles. So there you have it. That's step two.

Step 3: rehearsal. Begin developing your skill set. I don't know if there are any city colleges nearby or small local community or a library or some type of community organization. If you can give a free speech on whatever your niche is to an organization, it's really going to help you start to develop that you truly have expert status. It's going to give you more credibility to your niche and to give yourself more credibility, tell them what trade organizations or trade magazines or groups you are a member of. Don't be shy with that.

Conduct interviews with experts in your niche over the phone and record them for future points of reference. If you know of any experts that are in your niche, call them up and ask if you can just do a 15-minute interview with them and record it. Then you can give it away for free or put it on your blog or one of your social media sites. Then have people opt in, give you their email address for this free recording. Then you're building your subscriber list so you can send them your projects in the future.

For extra credit, you can join two to three trade organizations and offer to write an article for them and how you find them is you do a Google search. Got to love Google, right? Put in your "niche keyword + trade organizations" and then I will list a few of them that are targeted specifically to your niche. Send them a letter or call them up. See how you can contact them and ask if you offer to write a few articles for them, if they will maybe give you a recommendation in return.

For even more extra credit, join a few of the services below. PurpleList.com is where you can answer questions as an expert so that's really good for you to go there and start getting your experience and just getting the exposure as an expert in your niche.

ExpertClick is a good place to list your niche expert profile and Newswire is where you can go and also I don't know if you can list yourself as a writer in your expert niche or if they're searching for them but that's a really good site to look at as well.

PRLeads is where journalists are looking for experts. They're looking for advice on certain topics so that's a great site and lastly, there's WritersMarket.com. You can get published and paid for your writing so I highly suggest you take the time to visit them, list your profile and see if you can really start adding these credentials to your expert niche profile.

There you have it. Congratulations. Ta-da! You are now an expert. That was pretty painless, wasn't it? I told you I was going to keep this simple so you would take action and get this done.

Now that you achieved expert status in your niche, add your credentials *everywhere*. Promote it on all of your social media sites, your blog, your website. Add it in your email signature. Let the world know you are now an author, a speaker, an expert, a member of certain trade organizations. Just let people know. If you have an email signature, just put, like I have in mine, social media and mobile marketing expert. Just put the word "expert" now after whatever your niche keyword is or if you've written something, just say you're an author, a co-author. Don't be shy.

You need to position and brand yourself now. Get a logo. There are some really cheap services in the Rolodex or use fiverr.com. I even list some free create-a-logo tools. Create a logo that really makes you stand out as an expert, think of the colors you want to use, the look you want to have as your brand image. You want to be consistent and place it on everywhere so people recognize your brand.

If you're going to create a Facebook page or you're going to create a Twitter page or a LinkedIn page or a group, when people go to visit all your different sites, you need to have a brand. You need to be consistent so when they go, they recognize you. They're like, "Oh, there's that logo" or "There's that photo." Start positioning yourself and your brand.

Create social media niche profiles. You can have more than one. You can have more than one Facebook page. You can have more than one Twitter account. So create a few of them around your niche and start collecting testimonials. Don't be shy. Ask people that you know that you've helped. Say, "Hey, if you're happy with my services, could you please email me a testimonial?" They will be happy to do that. Start making sure that you have your camera with you and when you're at an event or you're with somebody that you actually helped, take a picture with them. Take photos with your gurus or other experts in your niche and if you can, think of a tagline for your niche product or possibly list the top three benefits.

Another really good thing is to start interacting with groups and leave a comment. Offer to help especially like if you're on a Facebook page or if you're in LinkedIn. When you leave comments, they see your little photo there; and if you've left a really good comment that has been sincere and generally helping them and you don't look like you're just pitching your product, people will go to your site. You can get a lot of traffic that way.

Always offer to help and be sincere about it and start building relationships with people who need your help. This is all about positioning yourself as a niche expert so the more you give, the more you're going to get back. When I get a message and it's only about somebody else trying to sell me their product, I just delete those messages right away; but if somebody generally tries to help me and make a suggestion on something, you're going to take the time. You're going to be interested and you're, "Oh, let me go check out their profiles." So that's really important.

That's all I have for module two. That was a quick one, three easy steps. I will see you in module three.