

The Visible ExpertSM

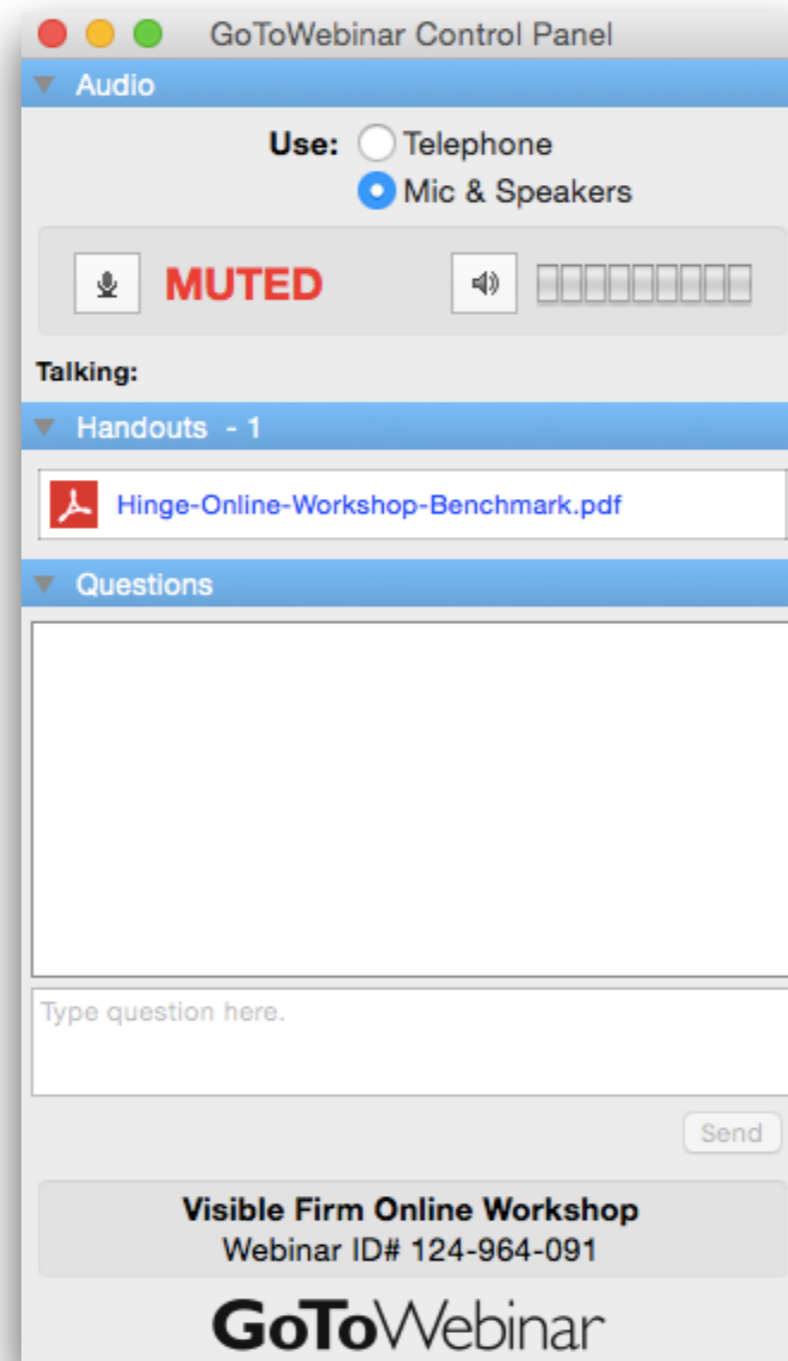
ONLINE WORKSHOP

Getting Started: Benchmark Yourself



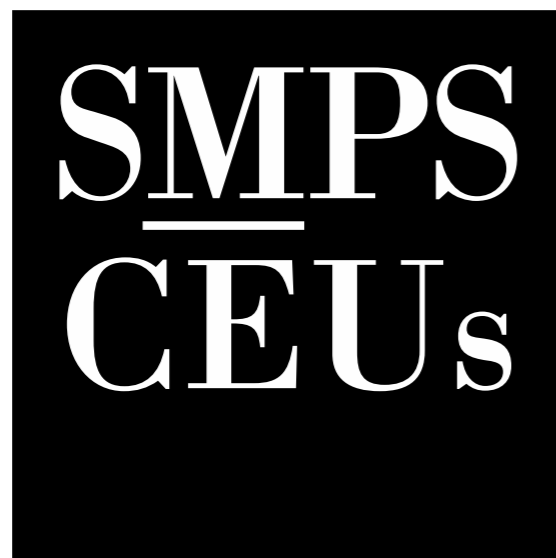
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Workshop Instructor



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The Visible Expert

A professional who has attained high visibility and a reputation for expertise in their industry niche.

The Benefits of a Visible Expert

- More opportunity
- Easier to close
- Faster growth
- Higher profits
- Greater valuation for their firm

Phase 1. The Strategy



Phase 3. The Rollout



Phase 2. The Build

The Importance of Benchmarking

- What are your key strengths?
- Where do you need to improve?
- How do you stack-up against the notable experts?

Six Key Areas to Benchmark Yourself

- Marketplace profile
- Expertise
- Visibility
- Business development
- Marketing infrastructure
- Impacts

1. Marketplace Profile

You have a clearly defined, limited in scope, and well-articulated target audience.



You have a broad audience, across many industries, revenue sizes, and organizational roles.

Your audience is limited to multiple industries, firm revenue sizes, geographic markets, or decision-making roles. You may be concerned about focus.

You have a clearly-defined, well-documented profile of a narrow target audience, including a target industry, revenue size, decision-making roles, key issues, and psychographics. This profile is well understood and widely enforced.

SCORE:	
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You regularly conduct systematic, primary research on your target audience.

1

I don't feel the need to do research on my target audience.

2

I have done research on my clients, but don't do it regularly or frequently.

3

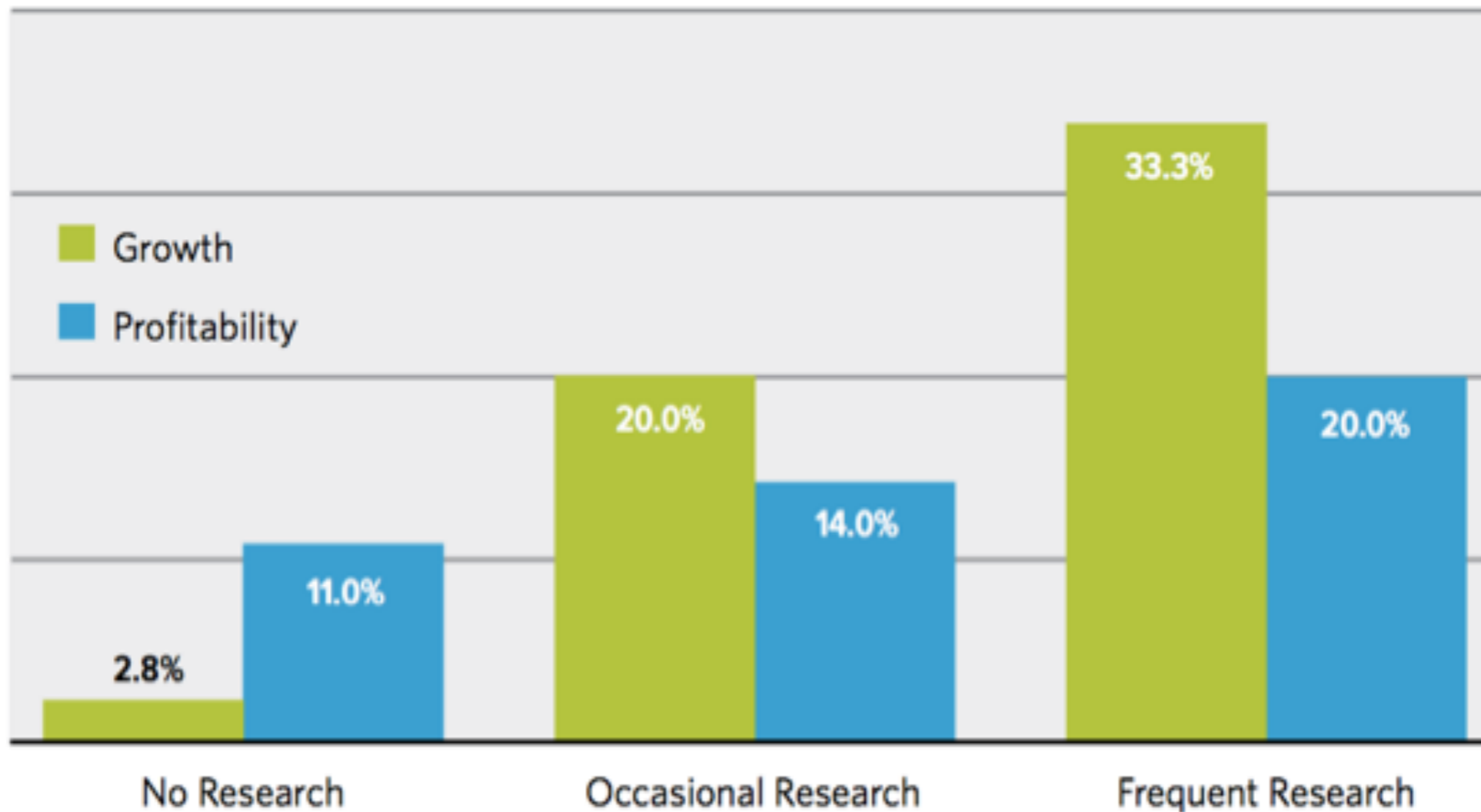
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I conduct primary, original research on my target audience at least quarterly.

5

SCORE:

Impact of Research on Growth and Profitability



*You have easy to understand,
believable, and provable differentiators
that are important to your audience.*



**I'm not sure if
I have the right
differentiators.**

**I have differentiators
I believe are good, but
am not sure because I get
a lot of pushback on price.**

**I'm sure my
differentiators are
easy to understand,
believable, and
clearly important to
my audience.**

SCORE:

You do not face growing competition from widely known experts.

1

I do have increasing competition from powerful competitors.

2

3

I have growing competition, but am staying ahead of it.

4

5

I'm recognized as a market leader.

SCORE:

You have specialized solutions to issues that are important to your clients.



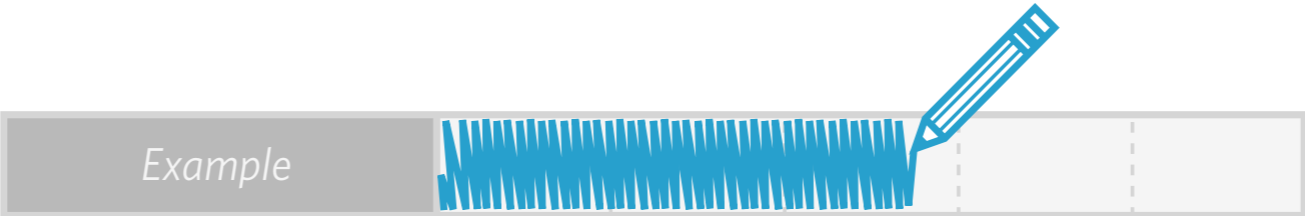
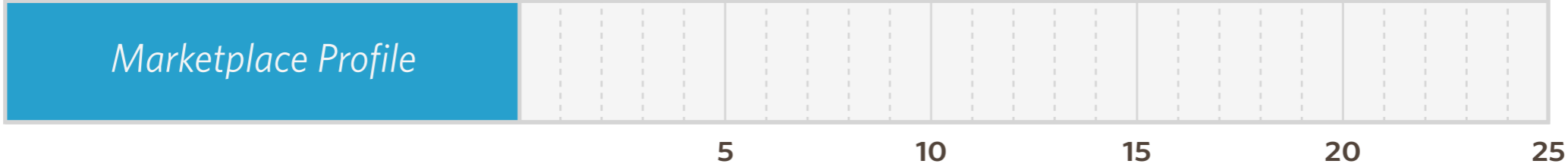
I offer a wide variety of services and can address many issues.

I am specialized, but there are several others who share the same specialization.

I have very specialized services and solutions that no one else offers.

SCORE:

Total Your Marketplace Profile Score



*You are a nationally recognized expert
in the services that you offer.*



**I am recognized in-house
as the “resident” expert,
but not beyond my
immediate community.**

**I am beginning to be
recognized on a regional
or national scale.**

**I am a recognized
expert known by almost
everyone in the industry.**

SCORE:

*You have a book
reflecting your specialized expertise.*

1

I have not
published a book.

2

I have published
a book relevant to my
industry expertise, but
it is not a best seller
or standard
reference.

3

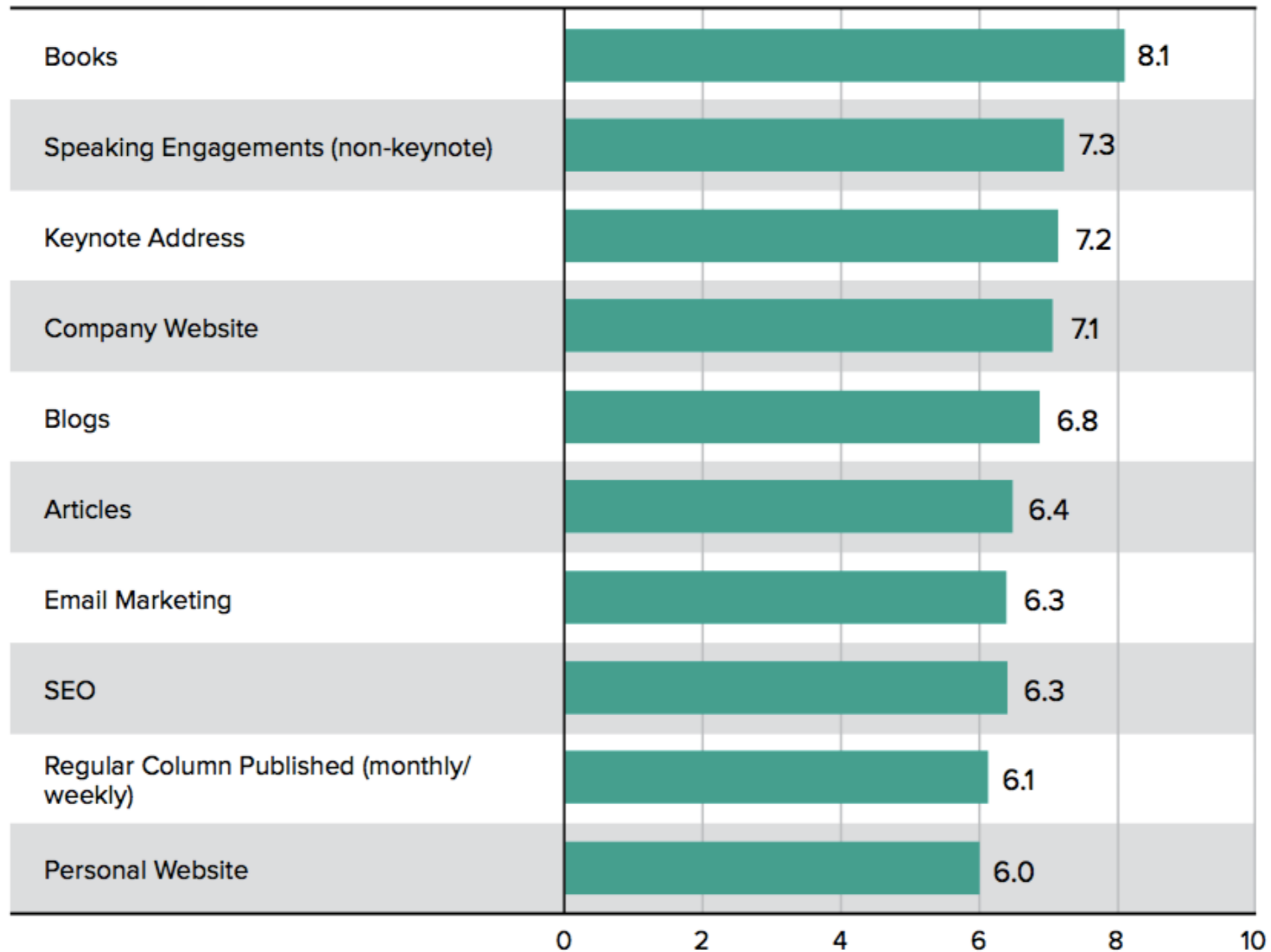
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I have published
a book relevant to my
industry expertise that
has achieved "best seller"
status or is very widely
recommended
throughout my industry.

5

SCORE:

Tools and Techniques With the Greatest Impact



You conduct original research in your area of expertise and/or on issues important to your clients, and it is widely cited by industry publications and other opinion leaders.



I do not conduct original research on my target area of expertise or on issues important to my clients.

I do original research, but it is not widely cited by peers or publishers.

I am an industry leader and pioneer, conducting primary research on emerging industry trends or issues. Research I conduct is widely cited and referred to by industry peers and publications.

SCORE:

*You are invited
to do presentations and keynote addresses
to your target audience.*



**I am not regularly
asked to do presentations
or keynote addresses.**

**I do some speaking
but need to evaluate
it and may not always
receive top billing.**

**I am invited to give keynote
speeches at nationally
or internationally
recognized conferences.
I am THE go-to person
and command top billing.**

SCORE:

*You do regular, frequent blogging
and/or article writing.*

1

I don't post
blogs or articles.

2

3

I do it as often
as I can but not
every month.

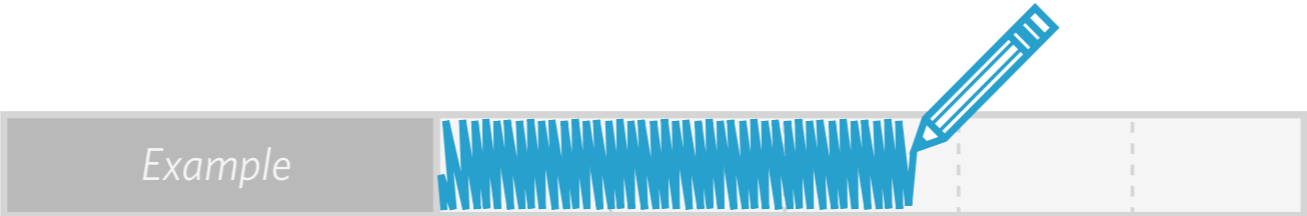
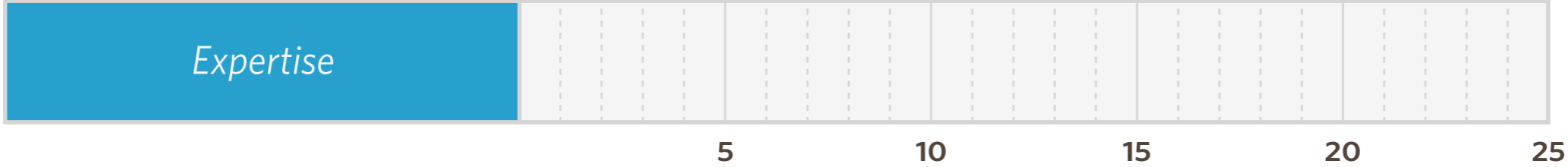
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5

I post a blog at least
once per week on my
firm's blog.

SCORE:

Total Your Expertise Score



You incorporate Search Engine Optimization (SEO) best practices in your marketing and/or run Pay Per Click (PPC) advertising campaigns.



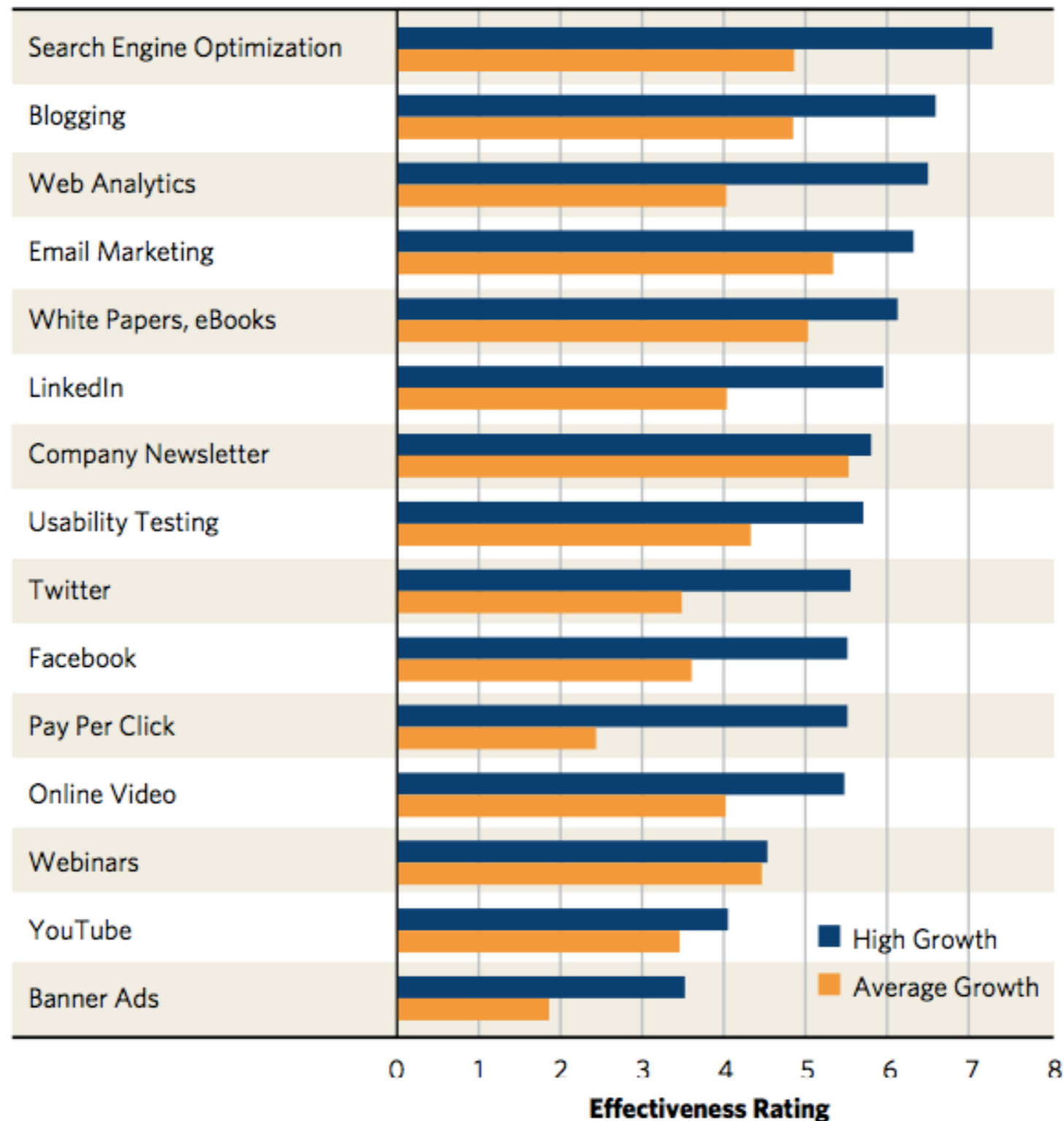
I don't focus on search engine rankings or PPC advertising.

I have done SEO or PPC but am not sure I am seeing a positive return.

I am heavily focused on SEO and/or PPC, monitoring it, and am seeing a positive return.

SCORE:

The Most Effective Online Marketing Tools



You contribute guest blog posts or articles regularly to outlets (i.e., blogs, journals, magazines) read by your target audience.

1

**I don't contribute
blog posts or articles to
outside publications.**

2

**I do it as often as I
can but not every month
or not necessarily in the
right publications.**

3

4

**I post
a blog at least once per
month in outside publications
read by my target audience.**

5

SCORE:

You do regular, frequent webinars or other online events attended by your target audience.



I don't host any webinars.

I do as many webinars as I can but the frequency varies.

I do one or more webinars each month.

SCORE:

You are active on social media followed by your target audience.



I am not active on social media.

I post on social media about once per week. I lack guidelines for professional engagement on social media.

I post on social media daily. I follow social media guidelines for a consistent strategy.

SCORE:

59.9%

of buyers check you out on **social media.**

You are approached by business or marketing partners who want to work with you.



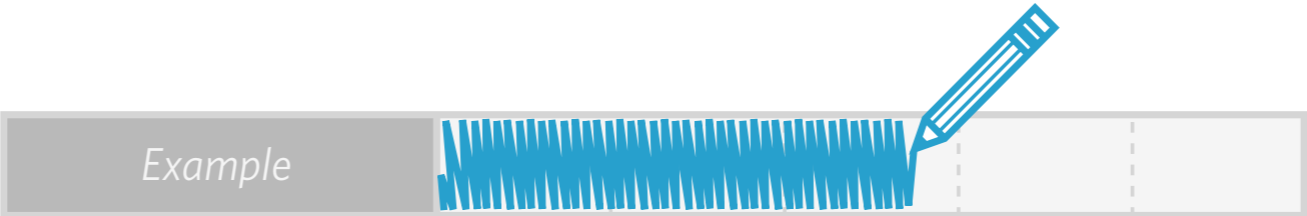
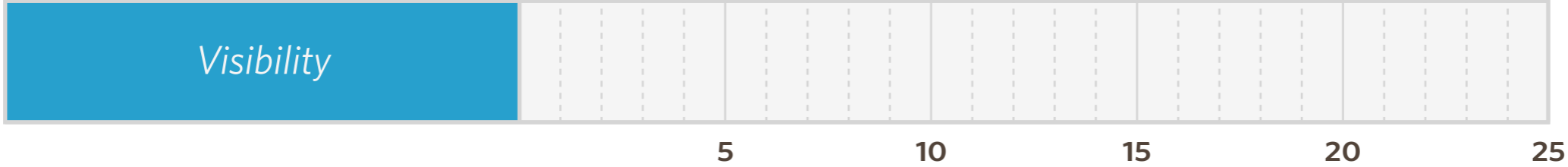
Partners do not approach me. I would need to approach them.

I both seek out and receive invitations for business or marketing partnerships.

I have no need to seek out business or marketing partnerships, they approach me. I can be highly selective with the partnerships considered.

SCORE:

Total Your Visibility Score



4. Business Development

You engage in formal business development or sales training.



I don't receive formal business development/sales training.

I receive training on occasion.

I receive formal training on a regular basis.

SCORE:

You have a “funnel” or “pipeline” system that systematically qualifies prospects and moves them to higher levels of engagement. You regularly collect data on progress through the pipeline and make adjustments based on that information.



I don't have a formal, documented process for prospect qualification and development.

I have a general process, but I am not consistent in implementing it or tracking progress and results.

I have a formal, documented process that is consistently implemented. Data is tracked each week and adjustments are made based on the results.

SCORE:

You have a regularly scheduled system of outbound communication with clients and prospects such as newsletters, emails or phone calls.



I communicate with clients and prospects from time to time but not consistently.

I have some regular communication, but not sure how well it works.

I have a well thought out program that is consistently implemented and is effectively tracked.

SCORE:

You offer regular opportunities for substantive and insightful conversations with clients, prospects and/or teaming partners about their needs.

1

I have conversations as time allows.

2

3

I have plans, but different people approach it differently.

4

5

I have specific offers for substantive conversations with prospects, clients, and business partners.

SCORE:

Sales Winners vs. Runners-Up

Educated Me With New Ideas and Perspectives



#1

Winners!



#42

Runners-Up

You have a standardized, repeatable process for producing compelling proposals.



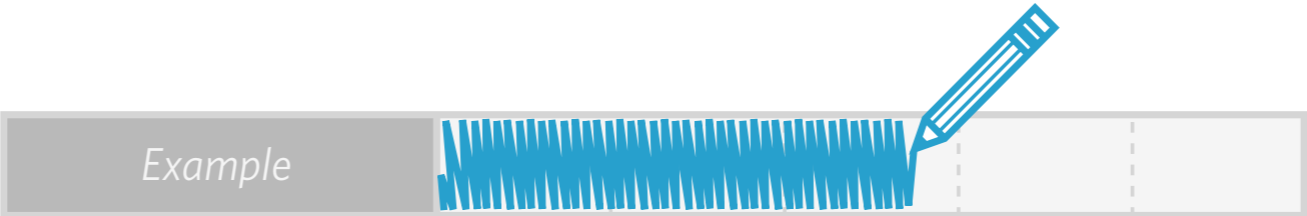
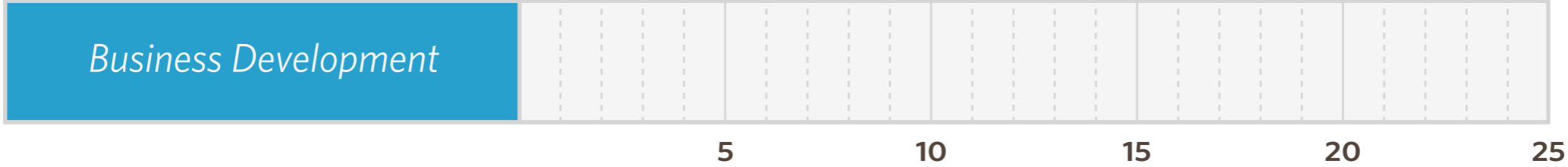
Proposals are done differently from prospect to prospect.

I try to be consistent, but quality varies.

I follow a consistent, repeatable process and produce very compelling proposals.

SCORE:

Total Your Business Development Score



5. Marketing Infrastructure

You have a written brand positioning statement and specific messaging to each important segment of your target audience.

1

I don't have a written brand positioning statement or formal messaging to each target audience.

2

I have a brand positioning statement in place but it may be outdated or incomplete.

3

4

My written brand positioning statement incorporates relevant, believable, and provable differentiators and messages are tailored to clearly defined target audiences.

5

SCORE:

You have a modern website that reflects your brand positioning and shows visitors how you can help them.



My website is out of date and/or not very effective.

My website is not bad, but it could certainly be improved.

My website is modern, easy to navigate and mobile responsive. It reflects my brand positioning, and shows visitors what I do and how I can help them.

SCORE:

80.8%

of buyers *check out your website.*

You have CRM/Marketing Automation tools that allow you to manage and track the impact of your efforts.



I don't have these tools.

I have some of these tools, but don't get the most from them.

I have these tools and use them to implement, track, and adjust my marketing efforts.

SCORE:

You have accurate and up to date social media profiles on all platforms widely used for business by your target audience.



I am not on social media.

I have social media profiles set up, but they are not updated regularly.

I have active, robust social media profiles that reflect brand positioning and are updated frequently (at least weekly).

SCORE:

You have compelling, up-to-date marketing materials, including video, explaining how you help your clients.



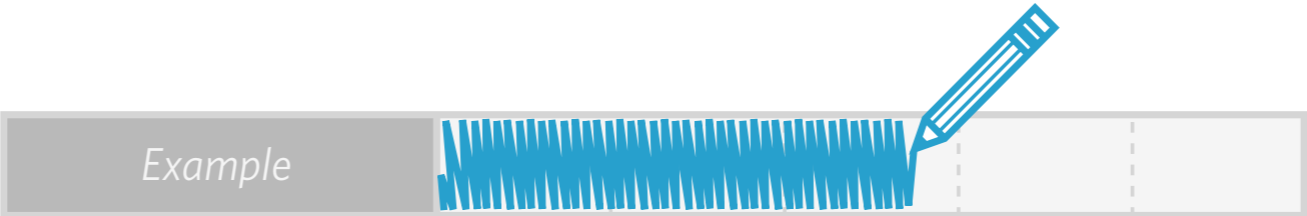
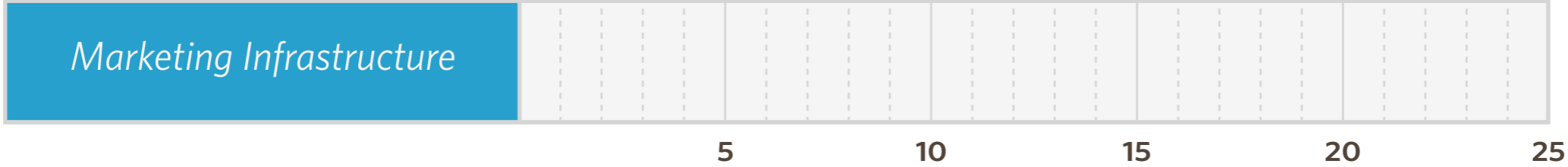
I have some marketing materials, but they are outdated or not of professional quality.

I have mostly up-to-date marketing materials that are of professional quality, but others are needed.

I have compelling, up-to-date marketing materials, including video, explaining how I can help my clients.

SCORE:

Total Your Marketing Infrastructure Score



You have enough business leads seeking you out to allow you to be selective and maintain margins.



I could definitely use more leads and/or better quality leads.

I am consistent in lead generation or lead quality, but not both.

I have plenty of high quality leads and can be very selective.

SCORE:

Your new leads are educated about how you can help them and the key advantages of working with you.



I have to educate my leads about my services and value.

I have some leads that are well educated about my services and value.

My leads are well educated and understand my services and the value I offer.

SCORE:

You are growing many times faster than your industry as a whole.

1

I am growing slower than the industry average.

2

I am growing at about the industry average.

3

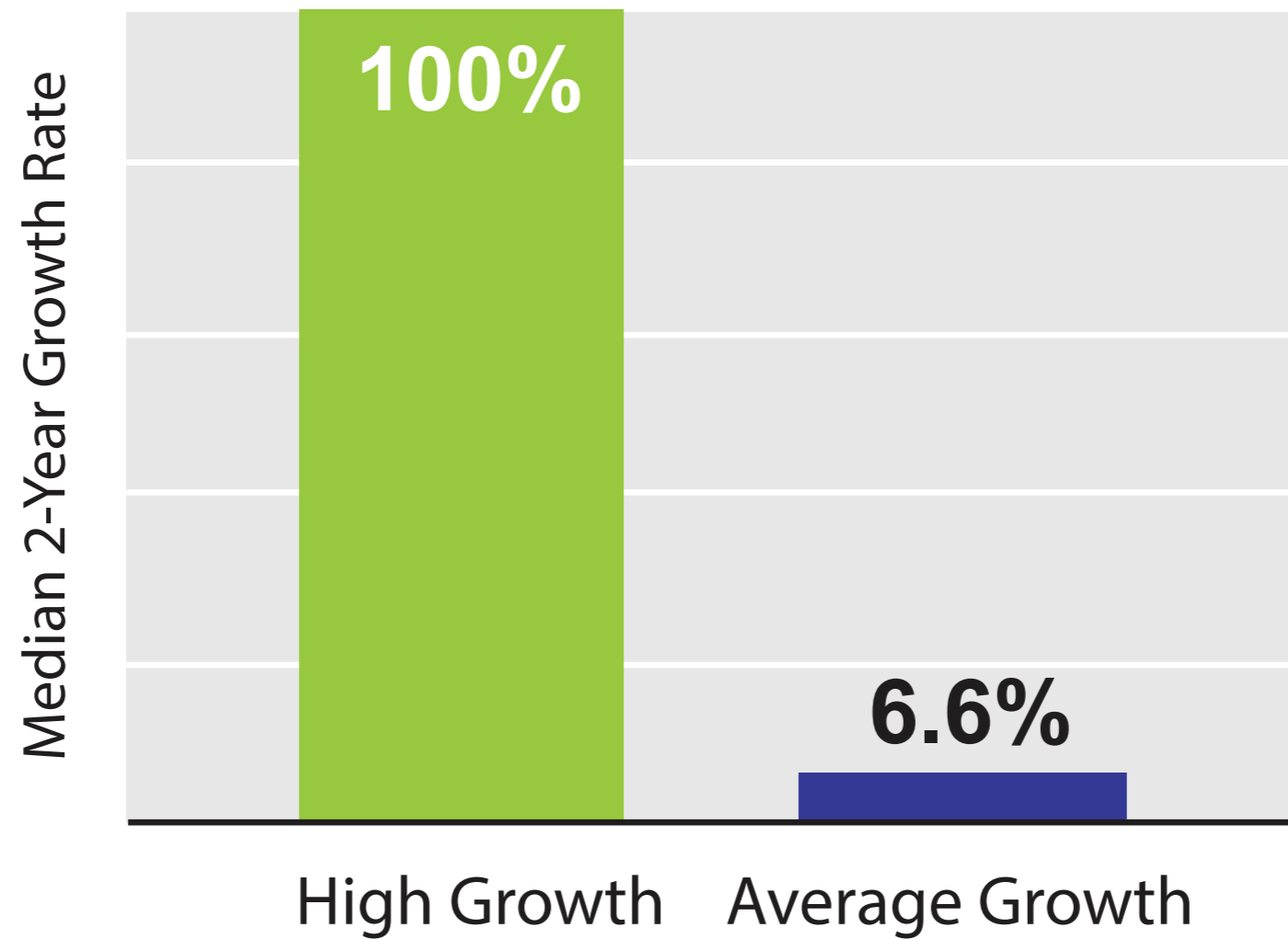
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I am growing faster than the industry average.

5

SCORE:

High-Growth vs. Average-Growth Firms



*You are at least twice as profitable
as your closest competitors.*

1

I'm less profitable
than the industry
average.

2

3

My profitability is
at about the
industry average.

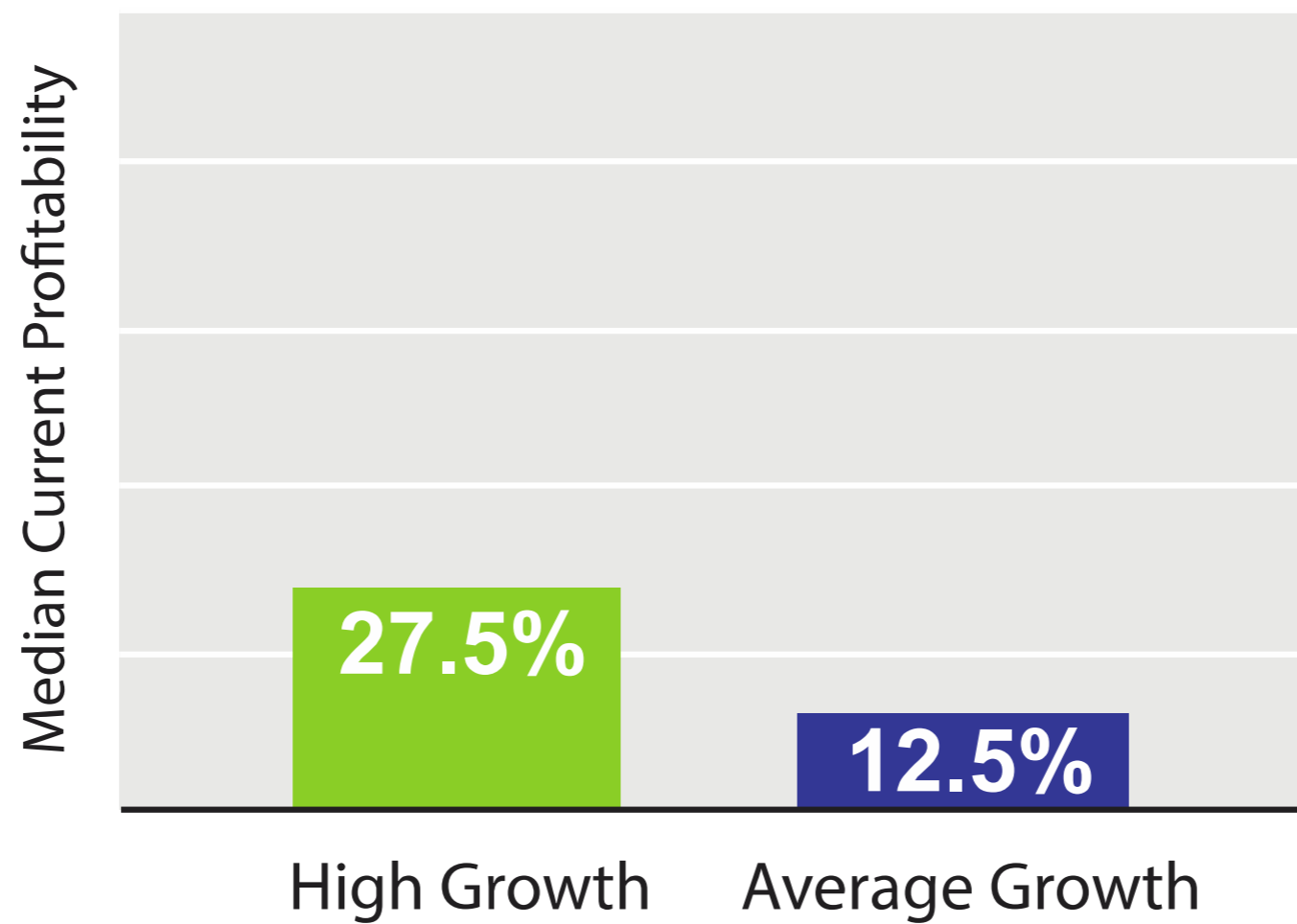
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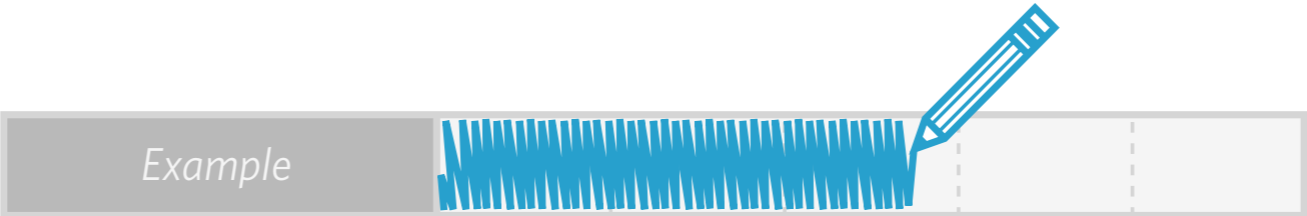
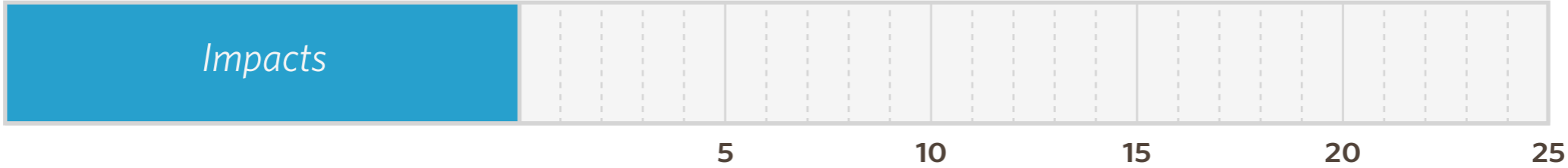
I'm more profitable
than the industry
average.

SCORE:

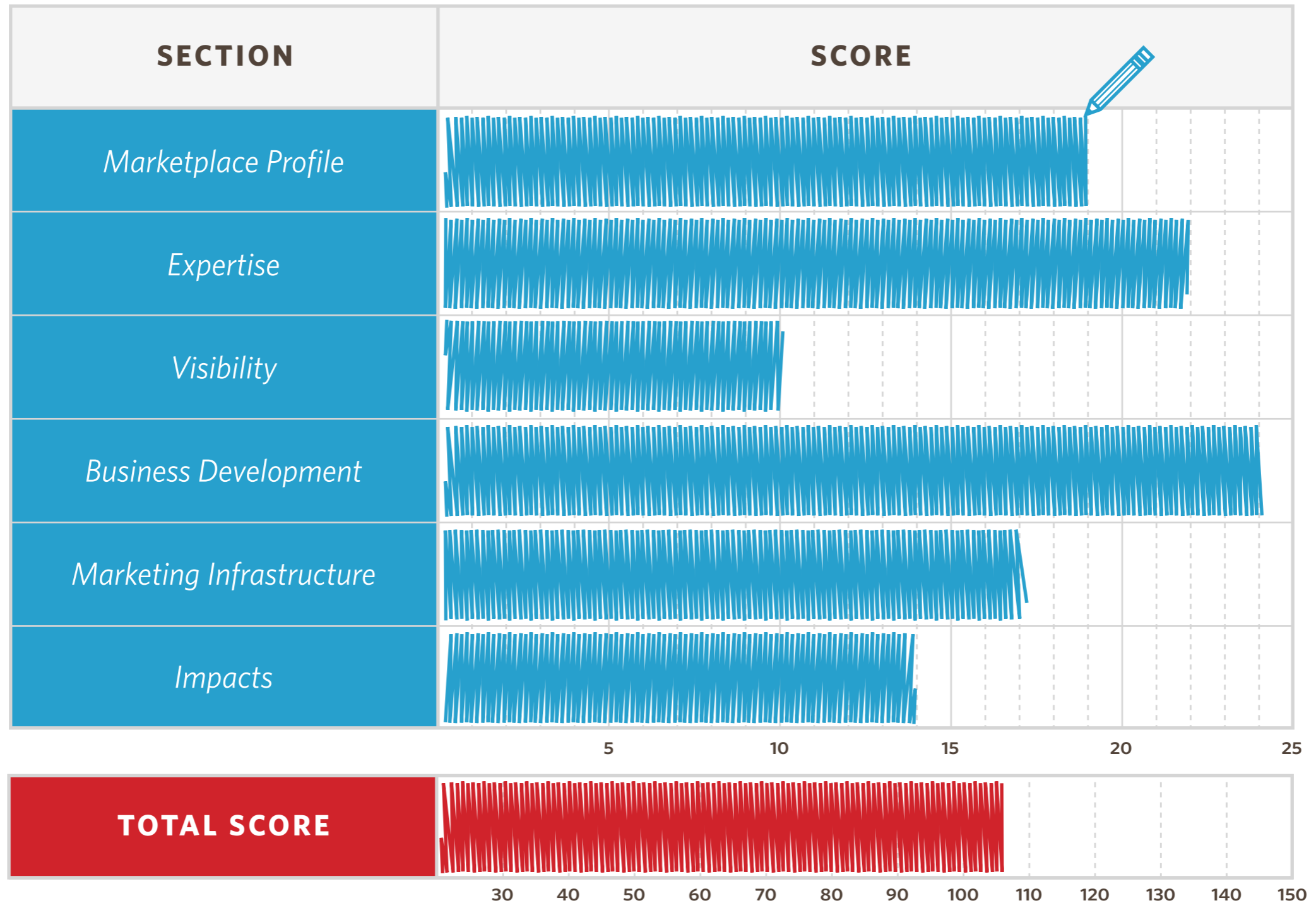
High-Growth vs. Average-Growth Firms



Total Your Impacts Score



Total Your Scores From All Six Sections



What Does Your Score Mean?

- **135-150** = Your profile is characteristic of other high-growth experts that allows you to increase visibility, own a niche in the marketplace, and grow.
- **105-134** = You are on the right track, but could improve in some areas.
- **104 and Below** = You face important opportunities to build your visibility and grow.

Phase 1. The Strategy



Phase 3. The Rollout



Phase 2. The Build



Join our next hands-on Visible Expert workshop.

How well do you know your audiences? Understand your positioning in the marketplace using research.

Wednesday, December 9 at 1:00pm EST

How?

Register at: <http://goo.gl/nRvO1d>

Contact Info

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