

# The Visible Expert<sup>SM</sup>

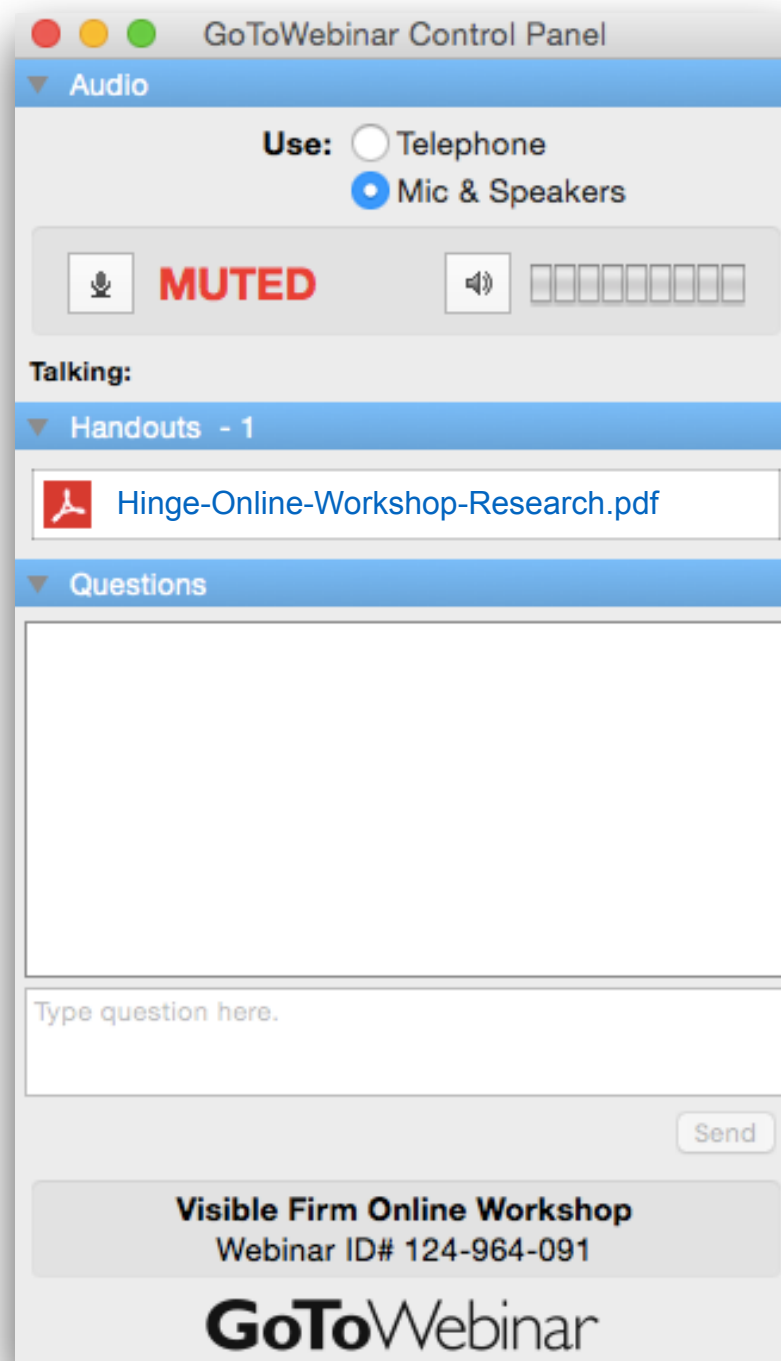
ONLINE WORKSHOP

## Visibility Through Research



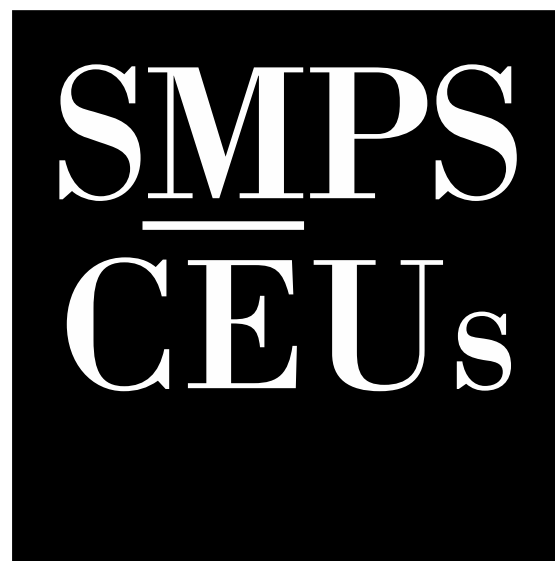
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# Workshop Instructor



## Elizabeth Harr

Partner, Hinge Marketing

[eharr@hingemarketing.com](mailto:eharr@hingemarketing.com)

Connect with me on LinkedIn:  
**in/eharr**

Connect on Twitter: **@ElizHarr**



# The Visible Expert

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



## Phase 1. The Strategy



## Phase 3. The Rollout



## Phase 2. The Build

# What We'll Cover

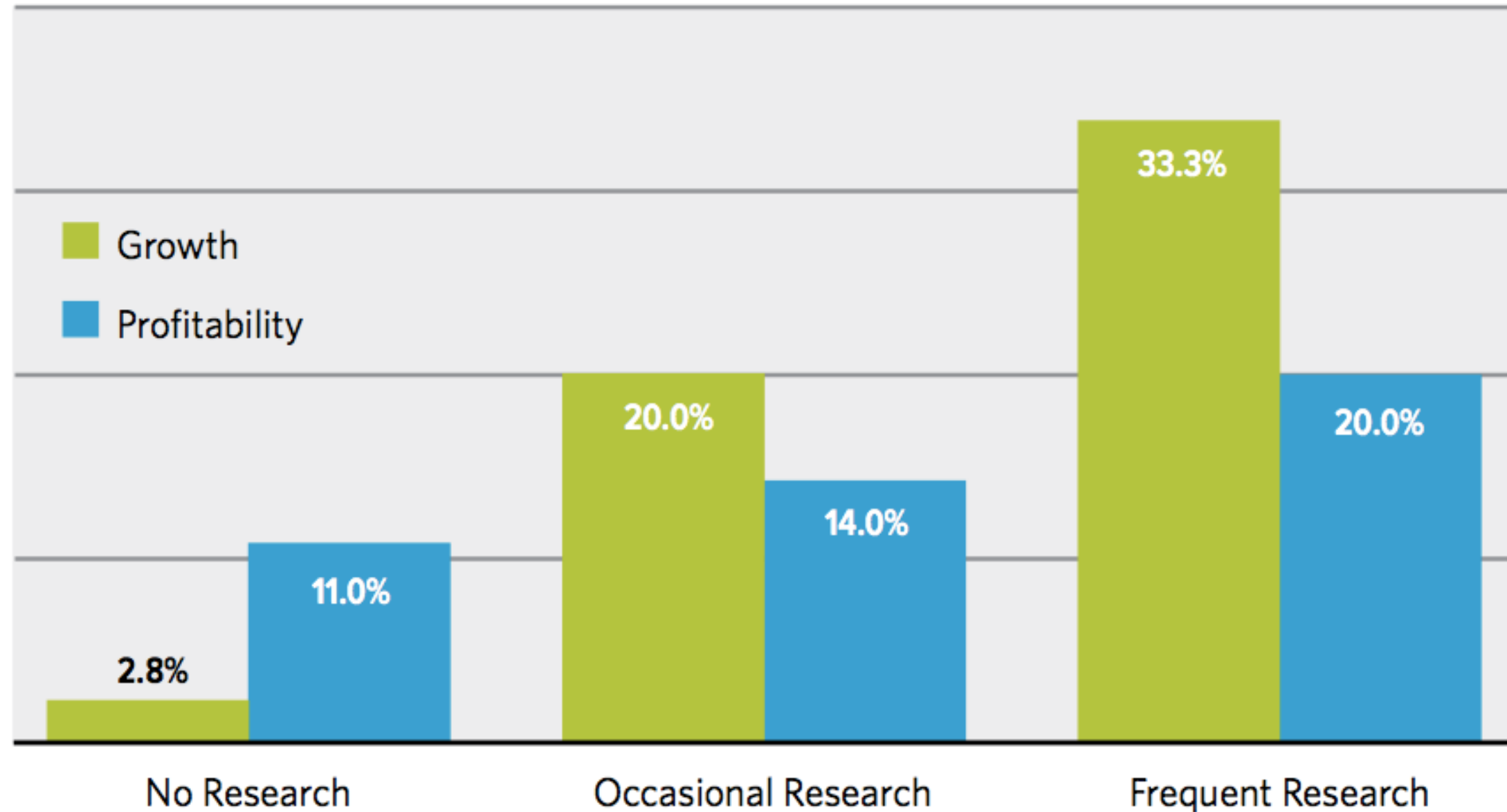
- ① The Value of Research
- ② Identifying Your Target Audiences
- ③ Three Research Strategies
- ④ What Questions to Ask
- ⑤ Moving Forward

# The Value of Research



*Research is the next step in  
developing your strategy.*

# Impact of Research on Growth and Profitability



BLIND SPOT



*Research reduces risk.*

# Identifying Your Target Audiences

# TARGET CLIENTS

*the kind of clients you want more of*



# INFLUENCERS

*people your decision-makers turn to*

# BUSINESS PARTNERS

*other firms or experts you work with to develop  
new business and service clients*

# POTENTIAL EMPLOYEES

*people you might want to hire*



# Three Research Strategies

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## ① What You Already Know

Drawing existing knowledge and experience

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## ① What You Already Know

Drawing on existing knowledge and experience

## ② Secondary Research: What You Find

Looking online, “Googling,” books, reports



# Three Research Strategies

## ① What You Already Know

Drawing on knowledge and experience within your firm

## ② Secondary Research: What You Find

Looking online, “Googling,” books, reports

## ③ Primary Research: What They Say

Going to the audience directly through surveying

What Questions to Ask

Target Clients & Influencers

*What are the organizational priorities that  
your services help address?*

What you already know:

What you found online:

What you learned by asking:

*Target Clients & Influencers*

## Question to Research:

What are the organizational priorities that your services help address?



## The Answer Will Help You...

*define what you will  
write and speak about.*



*What are the organizational priorities that your services help address?*

## How to Use What You Know

- What issues are clients are trying to solve when they approach you?
- What outcomes are they looking to achieve?
- What are the commonalities across different client groups regarding what they come to you with?

*What are the organizational priorities that your services help address?*

## How to Search Online

- Try referencing industry publications or popular blogs read by your target audience regarding common issues and emerging trends
- Look for industry surveys regarding problems or pain points
- Find out what thought-leading experts are writing and speaking about

*What are the organizational priorities that your services help address?*

## How to Ask the Target Audience

- What do you believe are the key issues facing your organization today?
- What priorities does your organization plan on addressing around  
*(enter issue here)*?

## Question to Research:

What approaches are your target clients considering to address their priority issues?



## The Answer Will Help You...

*see what solutions potential clients are likely to consider and learn how to talk about those solutions.*

*What approaches are your target audiences considering to address their priority issues?*

## How to Use What You Know

- What other alternatives were your clients considering before they hired you?
- When you have lost a proposal, what approach did the prospect end up taking?
- Are your competitors offering different approaches to addressing these issues?

*What approaches are your target audiences considering to address their priority issues?*

## How to Search Online

- Find what solutions your target audiences are talking about online
- Look on relevant LinkedIn group forums for shared experiences, reviews, and buyer insights
- Research what thought leaders are promoting as solutions to these issues

*What approaches are your target audiences considering to address their priority issues?*

## How to Ask the Target Audience

- If you wanted to learn more about (*enter issue here*), how would you go about educating yourself?
- If you were seeking help to solve (*enter issue here*), how would you go about finding help?



# 57%

of buyers of professional services would  
**ask a friend or colleague** for a recommendation

**Question to Research:**  
What are the best ways to get  
in front of that audience?



**The Answer Will Help You...**  
*understand how to be visible  
to your target audience.*

*What are the best ways to get in front of that audience?*

## How to Use What You Know

- How have you been able to reach your current clients?
- Where have you been able to find a following online?
- What conferences do your clients attend?
- What publications do they read?

*What are the best ways to get in front of that audience?*

## How to Search Online

- Use search engines and online publications as if you were the buyer and were looking to educate yourself on potential solutions for their issues
- Look to trade associations for alternative solutions they are presenting at conferences
- Check on social media to see which groups your clients belong to

*What are the best ways to get in front of that audience?*

## How to Ask the Target Audience

- What publications do you read?
- What conferences do you attend?
- What blogs do you read?

**Question to Research:**  
When is the client likely to take action  
to address the issue?



**The Answer Will Help You...**

*develop your content funnel and understand  
the triggers that lead to action.*

*When is the client likely to take action to address the issue?*

## How to Use What You Know

- What have been the drivers that have moved your current clients to action?
- What have you encountered as barriers?



*When is the client likely to take action to address the issue?*

## How to Search Online

- Search online for surveys about what drives firms to action
- Post on online forums asking what drives firms to action

*When is the client likely to take action to address the issue?*

## How to Ask the Target Audience

- What would cause you to seek help to address this issue?
- If you did seek help, when did you know you needed help? What caused you to take action?

**Question to Research:**  
Why are your current clients  
selecting you?



**The Answer Will Help You...**  
*create your differentiators.*

*Why are your current clients selecting you?*

## How to Use What You Know

- What do you believe is different about you?
- What have you said that has caused people to select you?
- What is currently giving you an advantage with clients?
- When you lose a proposal, why do you lose? (other than price)

*Why are your current clients selecting you?*

## How to Search Online

- Look at complaints about firms or experts offering similar services
- Check what your competitors offer as their advantage and evaluate what is different about what you do in comparison

*Why are your current clients selecting you?*

## How to Ask the Target Audience

- What tipped the scale in favor of (*enter name of firm*) when you made your selection?

# 72%

of buyers identified **a form of expertise**  
as what tipped the scale for the  
service provider they selected.

## Question to Research:

Who are your direct competitors?  
How are you different from them?



## The Answer Will Help You...

*understand the competitive landscape  
and how to position yourself.*



*Who are your direct competitors? How are you different from them?*

## How to Use What You Know

- Who do you see as your current direct competitors?
- How do you go about offering a product that is different from theirs?

*Who are your direct competitors? How are you different from them?*

## How to Search Online

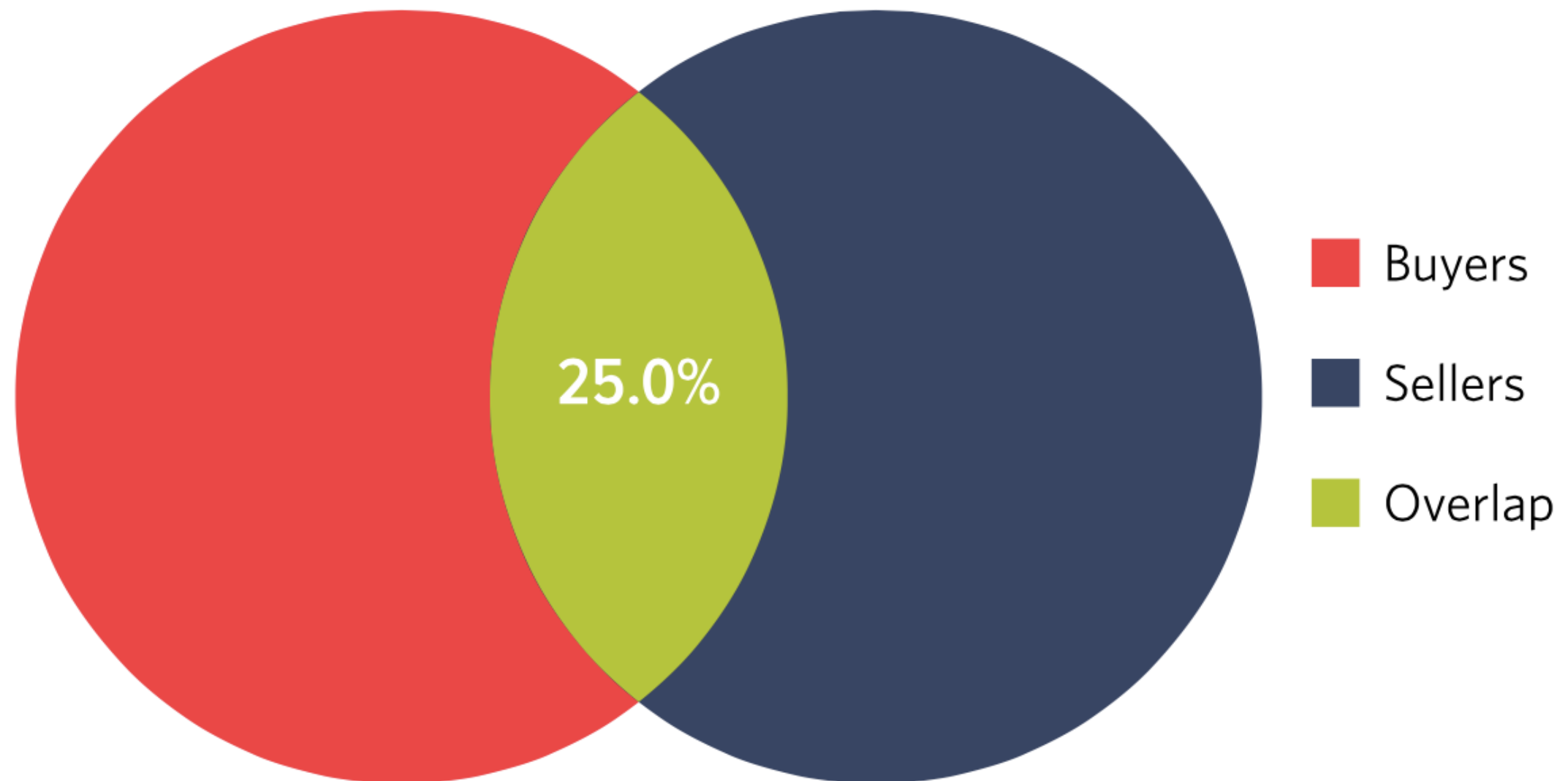
- Search for services you offer and see what comes up
- Search for the issues you want to rank for and see which competitors are ranking higher than you
- Look for online directories of firms or experts offering similar services to yours

*Who are your direct competitors? How are you different from them?*

## How to Ask the Target Audience

- Who else provides similar services to *(enter name of firm here)*?
- How is *(enter name of competitor here)* different than *(enter name of firm here)*?

The average seller of professional services can only identify 1 out of 4 direct competitors.



**Question to Research:**  
Who are the current thought leaders  
in this space?



**The Answer Will Help You...**  
*determine how to position your expertise  
and who will be your fellow experts.*

*Who are the current thought leaders in this space?*

## How to Use What You Know

- Who do you follow?
- Who comes to mind when you think of the industry thought leader on *(enter topic here)*?

*Who are the current thought leaders in this space?*

## How to Search Online

- Search for conferences in your industry and take note of the keynote speakers
- Look at books written about your industry and who wrote them
- Search for a list of industry experts or influential people

*Who are the current thought leaders in this space?*

## How to Ask the Target Audience

- If you were looking to educate yourself on (*enter issue here*), who would you turn to?
- Who are the leading experts in (*enter service here*)?



## Question to Research:

What is your  
existing reputation?



**The Answer Will Help You...**

*determine how you are  
is currently perceived.*

*What is your existing reputation?*

## How to Use What You Know

- How well-known are you in your industry?
- What are you known for?
- Are you aware of what people are saying about you?  
(both positive and negative)

*What is your existing reputation?*

## How to Search Online

- Search for places that clients can leave an unsolicited review of your business
- Search for your firm on sites that note service providers
- Google yourself

*What is your existing reputation?*

## How to Ask the Target Audience

- What is *(enter name of firm here)* known for in the marketplace?
- What does *(enter name of firm here)* do best?

*Business Partners*

**Question to Research:**  
What do potential business partners  
want from the relationship?



**The Answer Will Help You...**  
*develop your strategy  
for partnerships.*

*What do potential business partners want from the relationship?*

## How to Use What You Know

- What have companies been looking for in the past when they have approached you?
- What do you seek in a business partner relationship?

*What do potential business partners want from the relationship?*

## How to Search Online

- Find out which firms and/or experts in your industry are currently partnering up together and their purposes
- Search online to find the common traits of firms and/or experts that consistently have strong, strategic partnerships



*What do potential business partners want from the relationship?*

## How to Ask the Target Audience

- What is important to you when you are partnering with a  
*(enter type of firm here)?*
- What do you want to avoid when partnering with a  
*(enter type of firm here)?*

*Potential Employees*

**Question to Research:**  
What do potential employees value?



**The Answer Will Help You...**

*position yourself to  
attract potential employees.*

*What do potential employees value?*

## How to Ask Your Firm

- What questions have interviewees asked about the firm and its culture?
- What questions have interviewees asked about benefits?

## How to Search Online

- Search on employment forums and job posting sites
- Find what cultural aspects are consistently noted on employer review sites like Glassdoor
- Find out the common characteristics of the firms receiving “best places to work” awards in your industry

*What do potential employees value?*

## How to Ask the Target Audience

- What are you looking for in a potential employer?
- What are you trying to avoid in a potential employer?

**Question to Research:**  
How do they go about looking for  
a potential employer?



**The Answer Will Help You...**  
*determine which channels to use  
to reach potential employees.*

*How do they go about looking for a potential employer?*

## How to Ask Your Firm

- Where do your competitors find employees?
- Where have your employee leads come from in the past?



*How do they go about looking for a potential employer?*

## How to Search Online

- Search for job openings online as if you were looking for one yourself
- Look on job search sites like Monster, Glassdoor, Indeed, and LinkedIn
- Post in a LinkedIn group asking how potential employees search for an employer

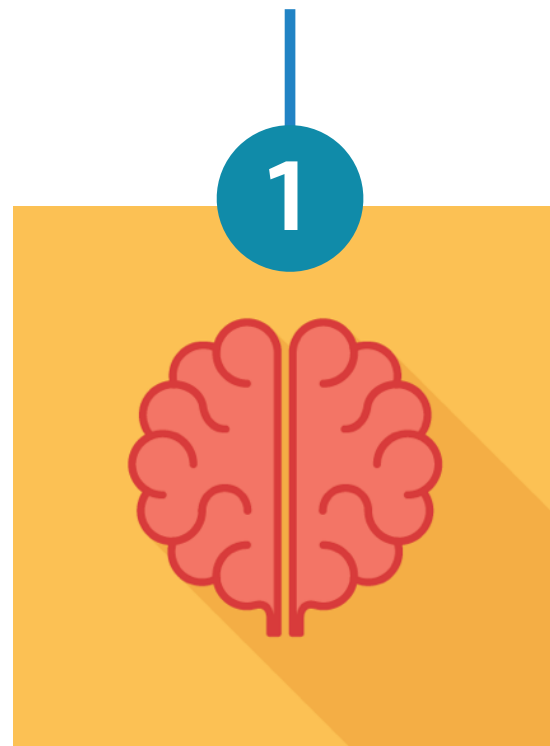
*How do they go about looking for a potential employer?*

## How to Ask the Target Audience

- Where do you research potential employers?
- When you've located a potential employer, how do you check them out?

Moving Forward

## Phase 1. The Strategy



## Phase 3. The Rollout



## Phase 2. The Build

# Today's Research Will Be Used To...

- Build your differentiators
- Create a positioning statement
- Communicate your thought leadership



# Join our next hands-on Visible Expert Workshop: **Differentiate Yourself as an Expert**

In this workshop, you will use your research to build your differentiators and craft your positioning in the marketplace.

Wednesday, December 16 at 1:00pm EST

**How?**

Register at: <http://goo.gl/A3pE8q>

# Contact Info

## Elizabeth Harr

Partner, Hinge Marketing

[eharr@hingemarketing.com](mailto:eharr@hingemarketing.com)

Connect with me on LinkedIn:  
[in/eharr](https://www.linkedin.com/in/eharr)

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703.391.8870