



Becoming a Visible ExpertSM Online

3-step Process to Establishing New Authority Online

Domain: 3, 5 Total CEUs: 1

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Today's Hashtag:

 **#hingevisibleexpert**

Co-Presenters

Sylvia Montgomery



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YouTube *BrandStrong*

Ian Brodie



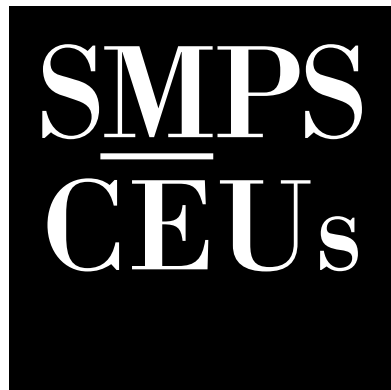
FIND IAN ONLINE

Twitter *@IanBrodie*
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*Please email Alex at
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Agenda

- Visible ExpertsSM – who are they?
- Essential components that makes a Visible Expert
- Tactics for raising your online profile and expert position
- Not so secret strategy to differentiate from 99% of competitors
- Blueprint to establish your Visible Expert positioning



Background



2 Books, 6 Major Studies

Available at www.hingemarketing.com/library

What is a Visible ExpertSM?

“A Visible Expert is an individual with high visibility and acknowledged expertise who can command influence within a **specific target audience**”



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Benefits of being a Visible Expert

- Increase firm visibility
- Attract new clients
- Command higher fees
- Strengthen your firm's brand
- The halo effect
- Attract stronger partners
- Make recruiting easier

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Essential components that make a Visible Expert

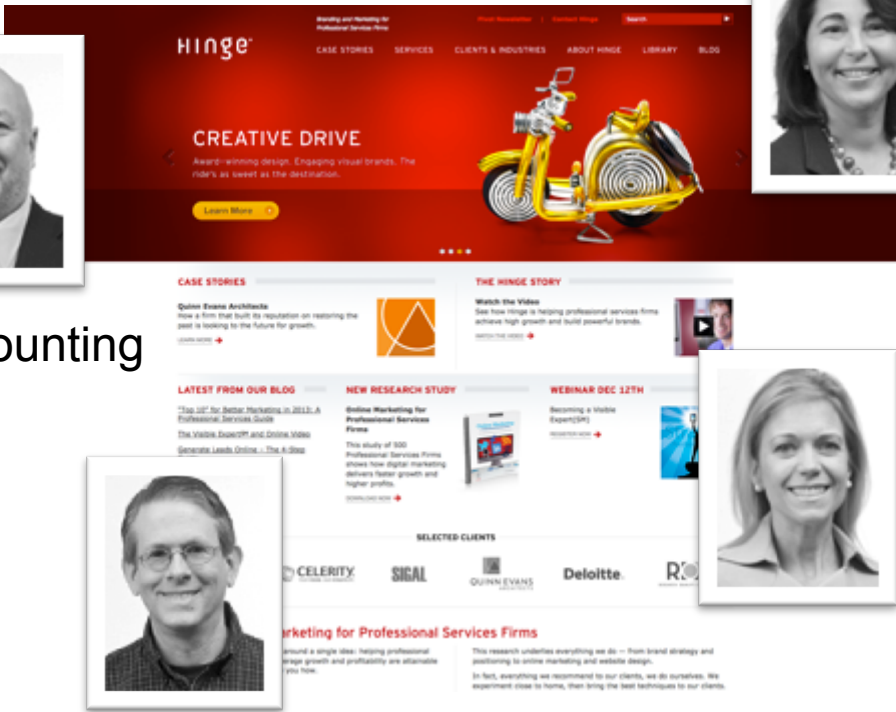
- Visibility within the target audience
- Areas of demonstrable expertise
- Levels of influence or impact on the audience




Personal Brand vs. Firm Brand




Growth / Accounting



Branding / Creative



AEC & Marketing



Technology / GovCon

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Ian's Story



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How To Get More Clients: Straight Talking Marketing and Sales Advice for Service Professionals



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Email Address

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Break Your Scarcity Mindset

Your scarcity mindset is hurting your sales.

No, not that scarcity mindset. Not the one that I'm sure you've heard lots about and shifted away from years ago.

Not the "there's not enough to go around, I need to hold tight to what's mine" mindset. I'm sure you're more into abundance than that sort of



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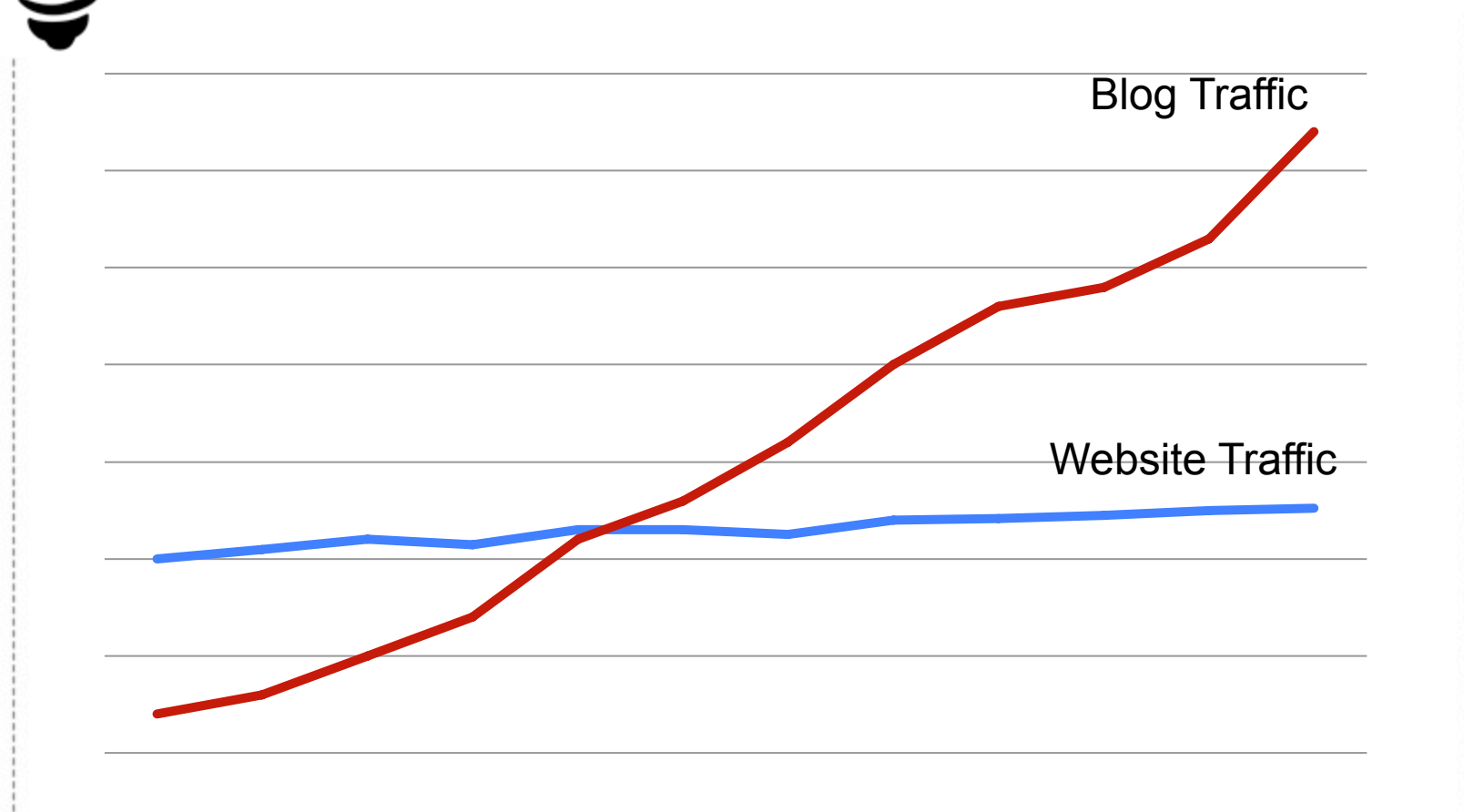


- ▶ Left the world of big consulting
- ▶ Traditional Marketing and Business Development:
 - Networking, Local Presentations & Seminars, Face to Face Meetings
- ▶ Typical “Corporate” Website
- ▶ Started a blog as a way of “getting stuff off my chest”

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My First “Lightbulb Moment”



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My Second “Lightbulb Moment”



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RE: Leads from twitter - funny story — PersonalFolders_Lighthouse-1

Ford Harding
To: 'Ian Brodie'
RE: Leads from

Ian

David is a great

Ford Harding

Harding & Com
9 Sommer Ave
Maplewood, NJ
USA

1 (973) 763-92

fharding@hardingco.com
www.hardingco.com
Blog: www.hardingco.com/blog/

Are We Ma Revisited

[Ian Brodie](#), who
entitled "[Are](#)

To summarize
that has no i
need for an
newsletter.
money for t
name out t

10 LinkedIn Tips for Professionals

Below you'll find a summary of my top tips for LinkedIn. If you'd like more detailed, in-depth training, there's a there's a replay of a recent webinar I did with LinkedIn expert Lewis Howes (along with my very best tip for getting clients through LinkedIn) available by clicking here:

[Replay of Free LinkedIn Webinar \(and Ian's best LinkedIn tip\)](#)

Interest in LinkedIn from lawyers, accountants and other professionals has taken off in recent years. And it makes sense. Despite the hype over Twitter and Facebook, LinkedIn offers the greatest opportunity for professionals to make connections that lead to business.

Never one to skip jumping on a bandwagon, here are my top 10 LinkedIn tips for professionals:

6
+1
1,544
Tweet
123
Share
89
Like
email
print

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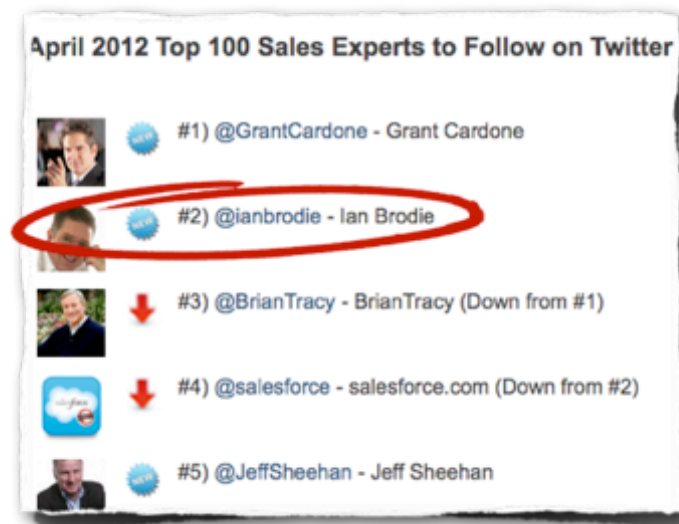


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"One of the resources of the decade for professional services marketing and sales"





"I've been reading your blog for a couple of years...I'm a big fan..."

Can we talk about how you might be able to help us...".

What does being a Visible Expert *Online* mean?

Having an online presence which...



Builds Credibility

- Testimonials
- Professional Look & Feel
- Quality Content



Attracts Leads

- Visibility where your audience is
- Quality Content
- Nurturing Relationships

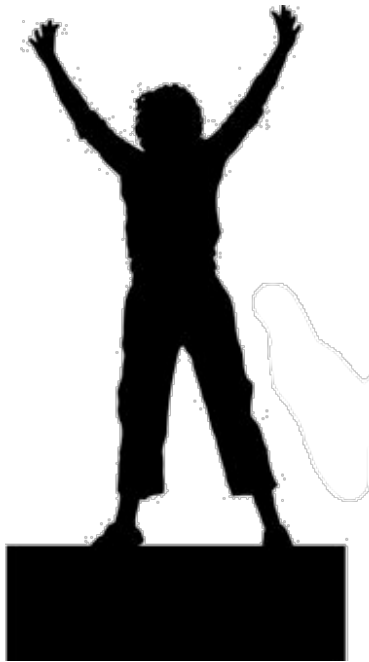
Step 1



**Create Your
Platform**

**“Who would
listen to me?”**

Step 1



**Create Your
Platform**

**What genuine expertise do
you have?**

**Who is that expertise truly
valuable for?**

**What will make you
credible to those people?**

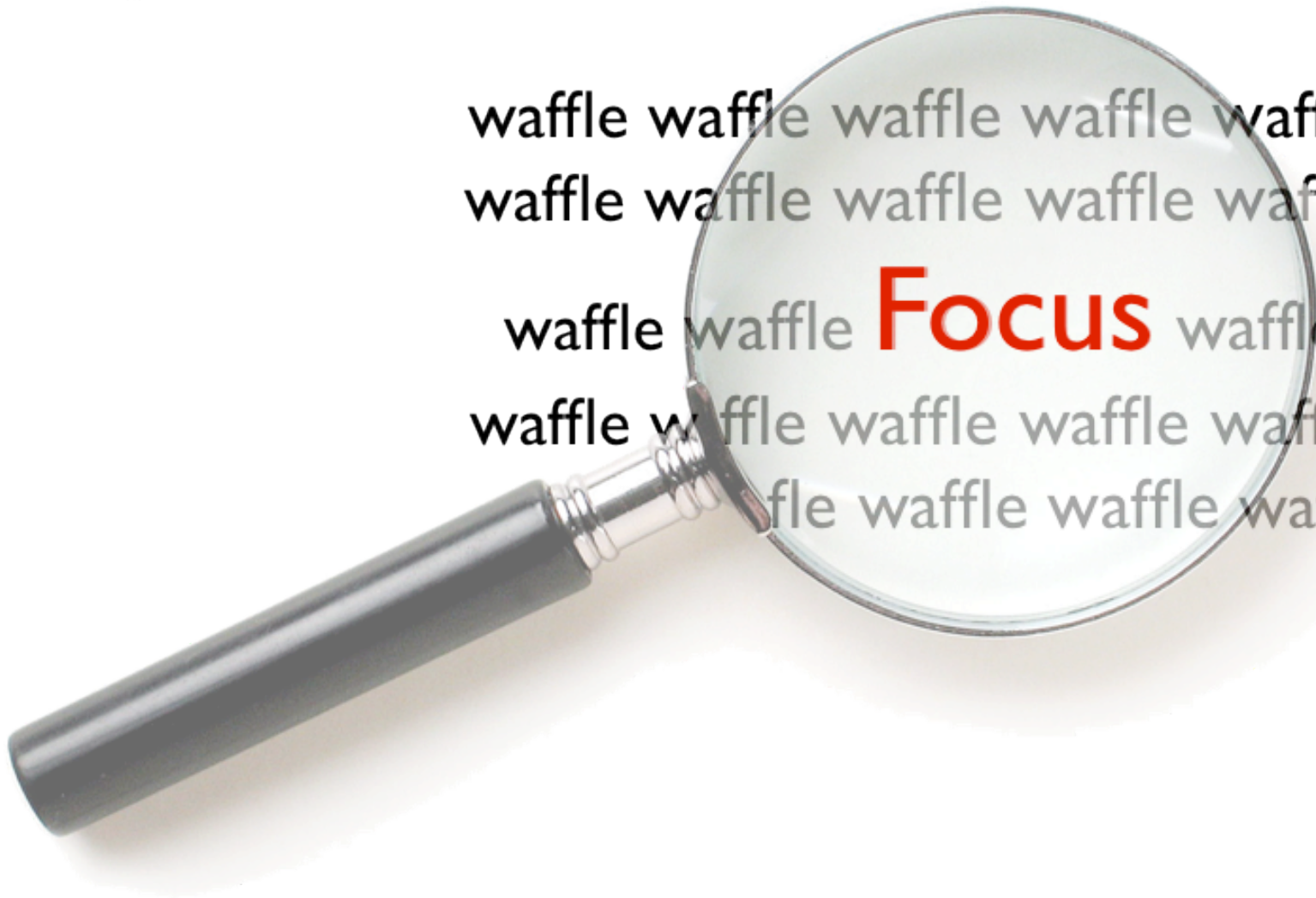


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waffle waffle **Focus** waffle waffle

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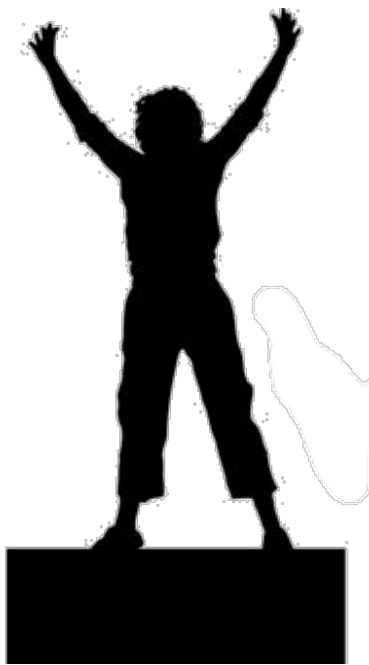


Start Small, Win Big



(And a solid business)

Step 1



**Create Your
Platform**

- ▶ “I’m not sure I’m a big enough expert”
- ▶ “I don’t have any academic qualifications”
- ▶ “I don’t have enough proof”
- ▶ “I’m not sure I qualify - others have been in the trenches longer”

Why would anyone listen to...



The se



The
researcher

The ideas guy

The power
behind the
throne



A SPIDER JUST BIT
ME!! BUT... WHY IS MY
HAND BURNING
SO?!



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Step 2



Getting Leverage

Build Your Content



80-90% of your Potential Clients are
Not Ready to Buy **Right Now**

But **Will Buy** in the Future

Right Now they're **Not**
Interested in...

- ▶ Your services
- ▶ How great you are



**And they certainly won't share, tweet
or link to any of that stuff**

- ▶ The bios of your team
- ▶ How long you've been in business

What they **Are** interested in
Right Now is Useful, Valuable
information that...

- ▶ Helps them understand the problems they're facing

**And they'll share it with colleagues
and friends**

- ▶ Alerts them to new trends and issues
- ▶ Gives them new ways of making or saving money
- ▶ ...entertains them





“Leadership is about having an inspiring vision”

“Work smarter not harder”

“Tell stories to create impact”

You must just be something different

“Set clear goals”

“Work on the business not in the business”

“You’ve got to find the pain points”



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- ▶ Not just a good way to market...
- ▶ In today's environment, the only way



Step 2



**Build Your
Content**

- ▶ Unique Message
- ▶ Aligned with your persona
- ▶ In a format that can be shared widely

Step 3



Impactful, Engaging Communication

**Reach Your
Audience**

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Interactions

Mentions

Who to follow · Refresh · View all

- Fred Tabbarani** (@tabbarani) Followed by Emalsangel and others Promoted · Follow
- DASHBURN** (@DashBurn) Followed by Jennifer Muha and others Follow
- Braden Port** (@Gamer_Guy) Followed by #1thou | Slate Stone ... Follow

Browse categories · Find friends

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Interactions

- Mike DeCosta and 8 others followed you 22m
- Social Media Shawn (@shawnstalkingSM) »SHOUTOUTS @SharonHayes @ianbrodie Have a wonderful day! »FOLLOW my 2 friends, thanks 24m
- Consumers-Edge.com (@ConsumersTips) »TY! @Ms_Terrie @Lucho1408 @Hiquipie @DroMandi @stbeckwral @ianbrodie @LisaZohar @whatsPlay @dariaanne @LFCBoston @E140Tweet @BG_garden 37m
- Aaron Hoos retweeted you 1h 2h: High Prices really do influence Perceived Quality | mp/87mqdh
- Hinge (@HingeMarketing) [Free webinar] This Wednesday! Register for our webinar "Becoming a Visible Expert" ianbrodie.com/veo-webinar/ with @ianbrodie @BrandStrong 4h
- ian Pettigrew (@KingfisherCoach)

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- Party Shuffle
- 90's Music
- Music Videos
- My Top Rated
- Recently Added
- Recently Played
- Top 25 Most Played
- 60's Rock Essentials
- One Hit Wonders

NEW & NOTABLE

Categories

- Arts
- Business
- Comedy
- Education
- Games & Hobbies
- Government & Organ
- Health
- Kids & Family
- Music
- Science & Nature

Search Browse TV Shows Upload DeepBlue Sign Out

Suggestions

- GoPro Sking HD by GoProCamera 1,521,691 views Promoted Video
- My top 5 foundations, review and swatches by panacea81 441,621 views
- Japanese Harajuku lovers Makeup tutorial pt1 by panacea81 193,308 views
- Me & Escala from Britains Got Talent by panacea81 410,283 views
- Bylaurenika- My Smokey Classics make up tutorial by panacea81 786,431 views
- Makeup 101: Complete Guide to Makeup Brushes!! by MakeupGeekTV 315,812 views

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148,976

1,922 likes, 58 dislikes

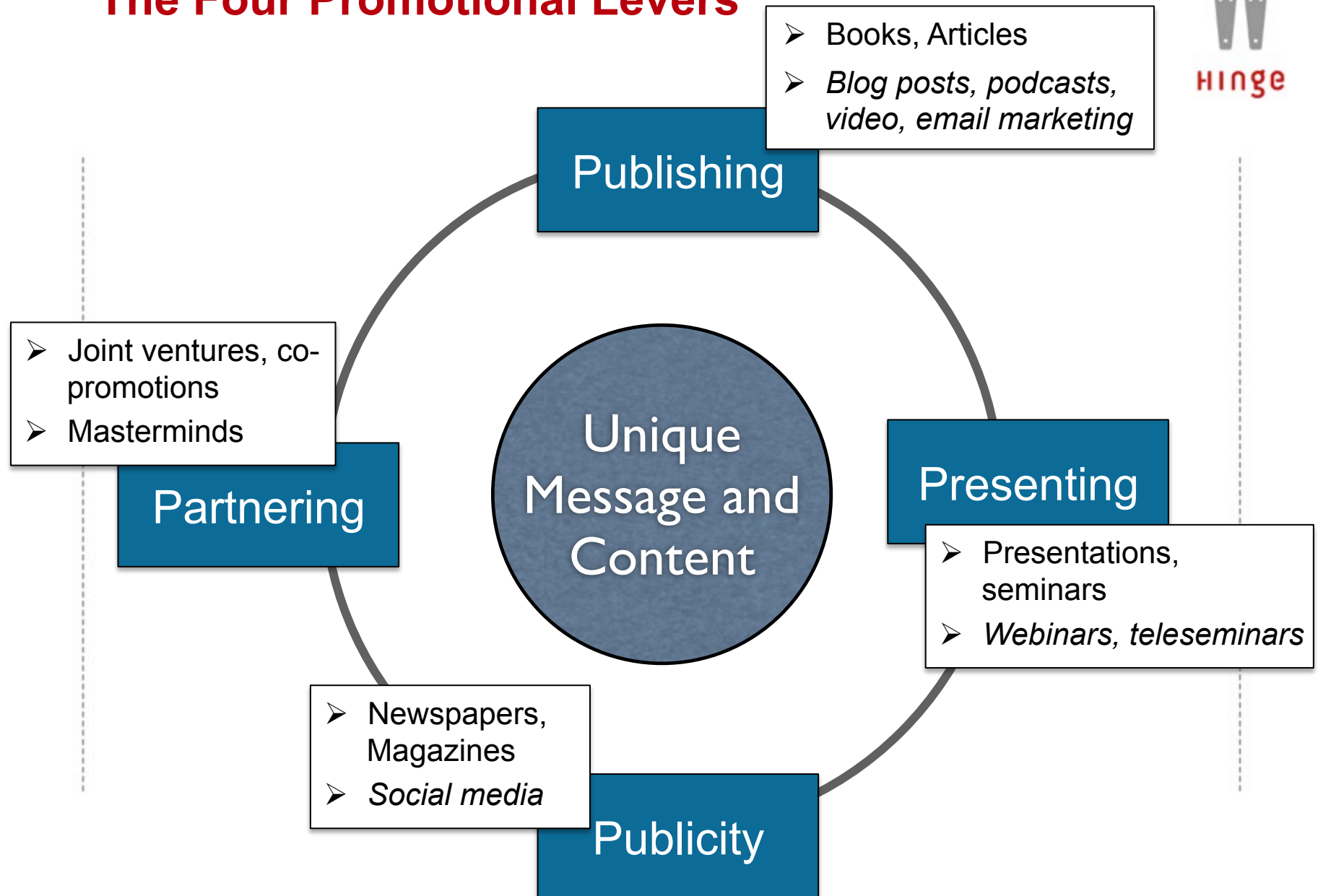
Uploaded by panacea81 on 10 May 2009

Hia Everyone, I hope you enjoy my Cosmetic brush tutorial. There are lots

Show more



The Four Promotional Levers



What worked best for me?

Blogging

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Break Your Scarcity Mindset



Your scarcity mindset is hurting your sales.

No, not that scarcity mindset. Not the one that I'm sure you've heard lots about and shifted away from years ago.

Not the "there's not enough to go around, I need to hold tight to what's mine" mindset. I'm sure you're more into abundance than that sort of scarcity.

But there's another scarcity mindset many of us have. And it's far more insidious.

It's the mindset you have with potential clients. The one that whenever you meet up with a new one tells you "you don't get many of these – you've gotta turn this one into a client".

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Hinge

Blogging



- ▶ Quick and easy to do
- ▶ Easy to share and link to
- ▶ Demonstrates expertise
- ▶ Can establish personality

Blogging



- ▶ Quality vs quantity
- ▶ Once per week is easily enough
- ▶ Focus on big issues for your clients
- ▶ Infuse with your persona

Blogging



- ▶ Become part of the community
 - Comment on and promote other blogs in your field
- ▶ Go where your audience is
 - Guest blogging

Podcasting



- ▶ Less coverage but different relationship
- ▶ Reach different people
- ▶ Very personal
 - People listen in car, out jogging
- ▶ Audio a pretty easy format to master
 - E.g. interviews

Video



- ▶ Highly engaging – audience feels like they really know you
- ▶ Can go “viral”
- ▶ Much more time consuming to create
 - Est. 2hrs+ for 10 mins of video

Email Marketing



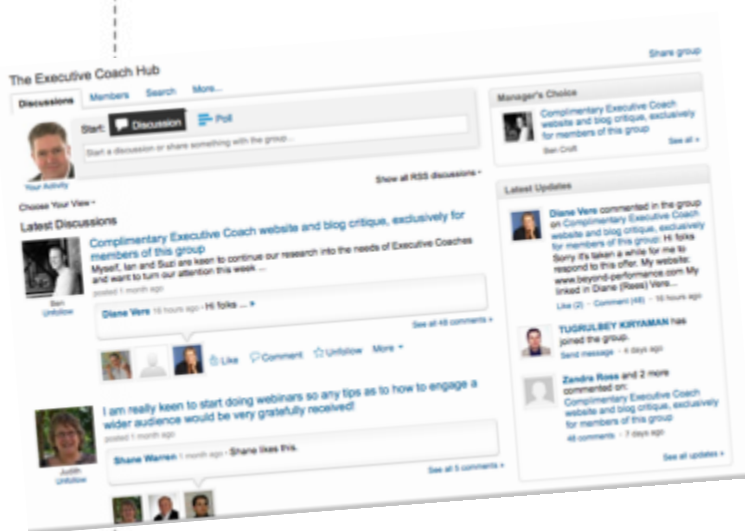
- ▶ The best kept secret of visible experts online
- ▶ Regular, frequent
 - At least weekly
- ▶ Feels very personal
- ▶ Your only way of proactively reaching your audience

Webinars



- ▶ Wide coverage
 - 600+ for this webinar
- ▶ Can generate buzz, excitement
 - Especially if you interact before/during
- ▶ Gives a sense of what you'd be like to work with

Linkedin



- ▶ LinkedIn works best for 1-1 networking
 - Brilliant for referrals
- ▶ LinkedIn groups have mostly degenerated to promotion-fests
 - Check the new comment to discussion ration for an idea of group quality

Twitter



- ▶ Two radically different strategies
 - “Strategic stalking” of key influencers
 - Driving traffic to website
- ▶ Traffic strategy most effective for me and most visible experts
- ▶ Engaging with followers adds human touch

The key is making content creation and promotion a habit



Visible Expert Toolkit

- Expert positioning statement
- Bios of various lengths
- Press package (media kit)
- Professional photography
- Video
- Issue papers
- Robust web presence
- Consistent and robust social media presence
- A blog
- A book

Special offer for webinar registrants only...



Includes:

- Audio & video training modules
- Personal coaching

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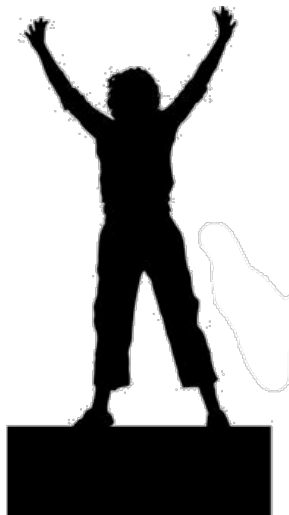
Becoming a Visible ExpertSM: A Guide

6 chapters

26 pages

Cost: FREE

Hingemarketing.com/library



Create Your Authority Platform

- Who, What, How
- Authority Persona



Build Your Authority Content

- Unique Message
- Core Content



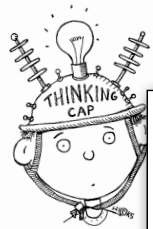
Use The Authority Levers

- Publishing
- Publicity
- Presenting
- Partnering



Practical Details

Authority Psychology: How To Think Like An Authority



- No Particular Psychological Type
- ▶ Extroverts and introverts
 - ▶ Big picture thinkers and detail

What: What you help your clients achieve



- ▶ Problems
- ▶ Goals and Aspirations
- ▶ For each problem/goal ask "why?"
 - This will help later with communications
- ▶ Brainstorm the "proof" you have that you can help them achieve this

Why Content is King

Content = your expertise on paper, video, audio, etc.

- ▶ Content proves your expertise
- ▶ Content multiplies your influence
- ▶ Content can be shared and passed on
 - Without diluting impact
- ▶ Content improves your expertise



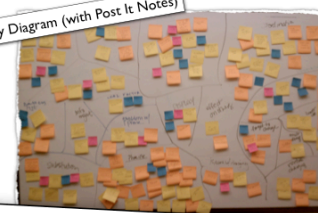
The Four

- ▶ Masterminds
- ▶ Joint ventures, co-promotion

Partners

- ▶ Newspapers, magazines, radio, TV
- ▶ Social media

Affinity Diagram (with Post It Notes)



Template for

Who you are in a way that's relevant to the audience

"Ian Brodie is a specialist in helping consultants, coaches and other professionals to attract and win more Clients. To get access to Ian's Pain Free Marketing Blueprint guide to marketing and sales without the pain and expense of traditional marketing, click here: [Pain Free Marketing](#)"

How To Get Published

- ▶ What's your Platform? How can you convince 2,000+/10,000 copies of your book?
 - A brilliant, new idea?
 - An established market: email list, blog visitors, social media?
 - Doing multiple talks/seminars? (80-100 per year for example)
 - Can you "piggyback" on existing success or fill out a niche?
 - Has this already been successfully self-published?
 - Willingness and ability to market the book?
- ▶ What's your writing track record? Can you do it again?

Implement a "Monitor and Respond" Strategy

- ▶ Identify keywords, topics and media sources to watch out for
- ▶ Set up alerts and feeds
 - <http://www.google.com/alerts>



This strategy also works well to build relationships with bloggers

- Contact relevant journalists/publications/media to offer comment
- Make sure you're available for follow-up

Making you



How to get started with partnering

- ▶ DECIDE who you'd like to partner with and what form of partnering
- ▶ PLAN your activities
- ▶ BUILD the relationship
 - Re
 - Com
 - Help them out first (comments, RTs, recommendations)
- ▶ ASK if they'd be open to whatever option you've decided on
- ▶ DELIVER on your promises
- ▶ FOLLOW-UP and keep building the relationship

Treat them like they're already a friend and partner right from the start



The Authority Blueprint Training Course

- ▶ 4 Training Modules delivered by video and audio with workbooks
- ▶ 6 hours 24 minutes of detailed, practical training covering every aspect of creating your authority platform, building your content and using the levers to become an Authority in your field
- ▶ First 10 to sign up get 3 months personal email coaching, feedback and reviews of their material from me
- ▶ \$97 per month for 3 months or \$257 (+ 20% VAT for UK/EU)
- ▶ 90 Day “No Quibble” Money Back Guarantee
- ▶ Registration closes on Thursday 21st December
- ▶ Go to www.ianbrodie.com/ab to sign up

Thank you! Questions?



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It's okay to be the
big cheese.

