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How to Become a Visible ExpertSM: A Case Study with Mark Amtower

Presented by: Lee Frederiksen and Mark Amtower



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Chat live on Twitter!

Today's Hashtag:

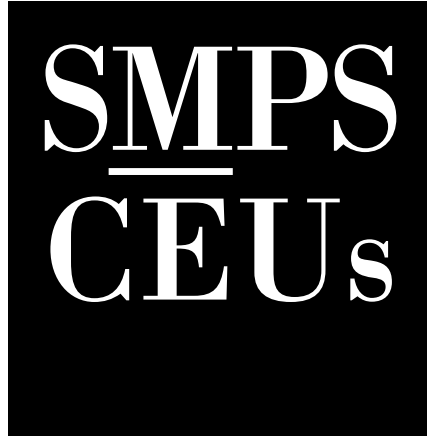


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Today's Speakers



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Agenda

- What is a Visible ExpertSM?
- Research background
- A case study with Mark Amtower
- Wrap-up and questions





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What is a Visible ExpertSM?

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



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Five Levels of Expertise

- **Level 1:** The Resident Expert
- **Level 2:** The Local Hero
- **Level 3:** The Rising Star
- **Level 4:** The Industry Rock Star
- **Level 5:** The Global Superstar



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Research Background

Two studies:



1,028 purchasers of
professional services

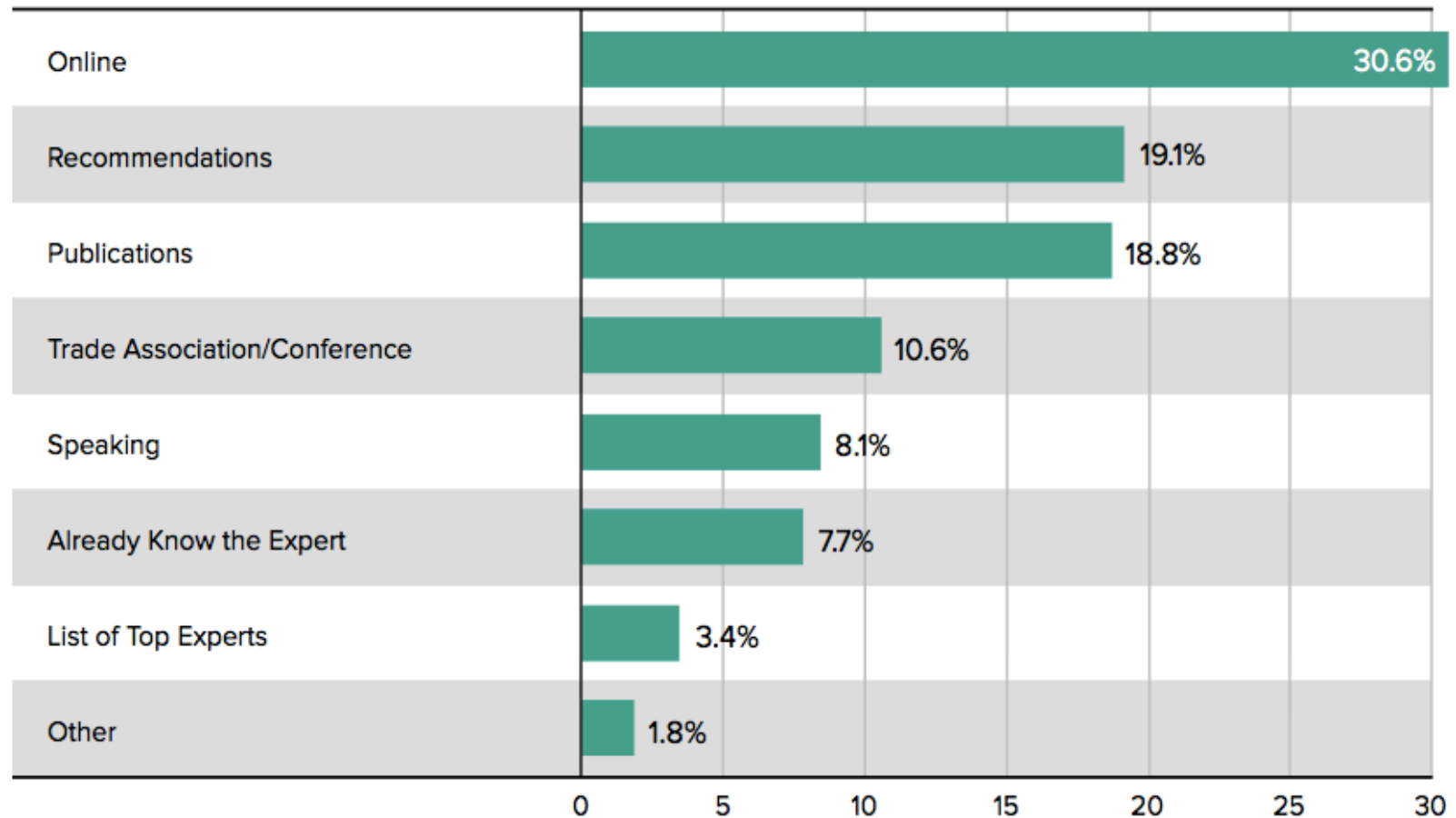


130+ Visible Experts



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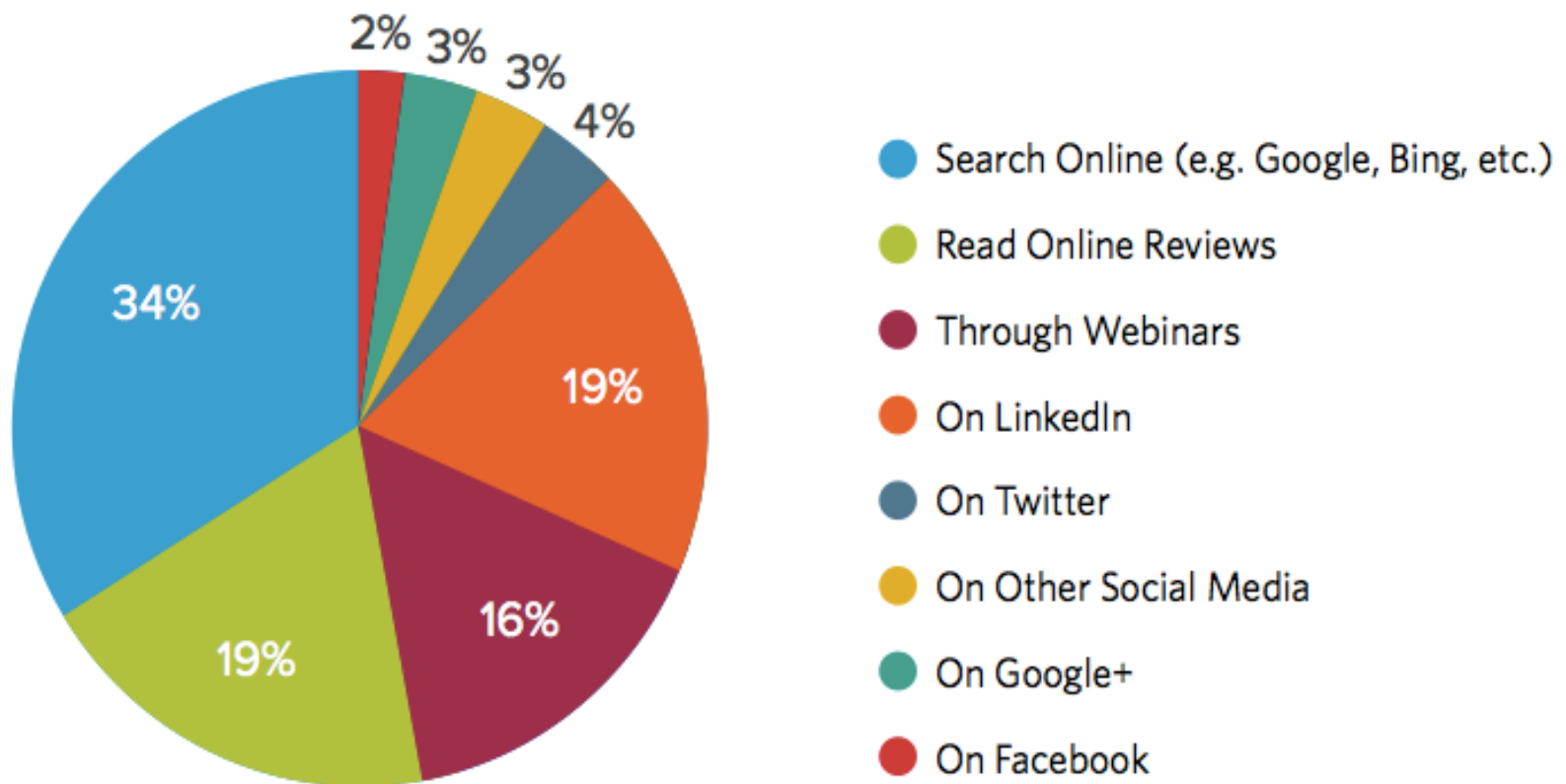
How Buyers Find Visible Experts





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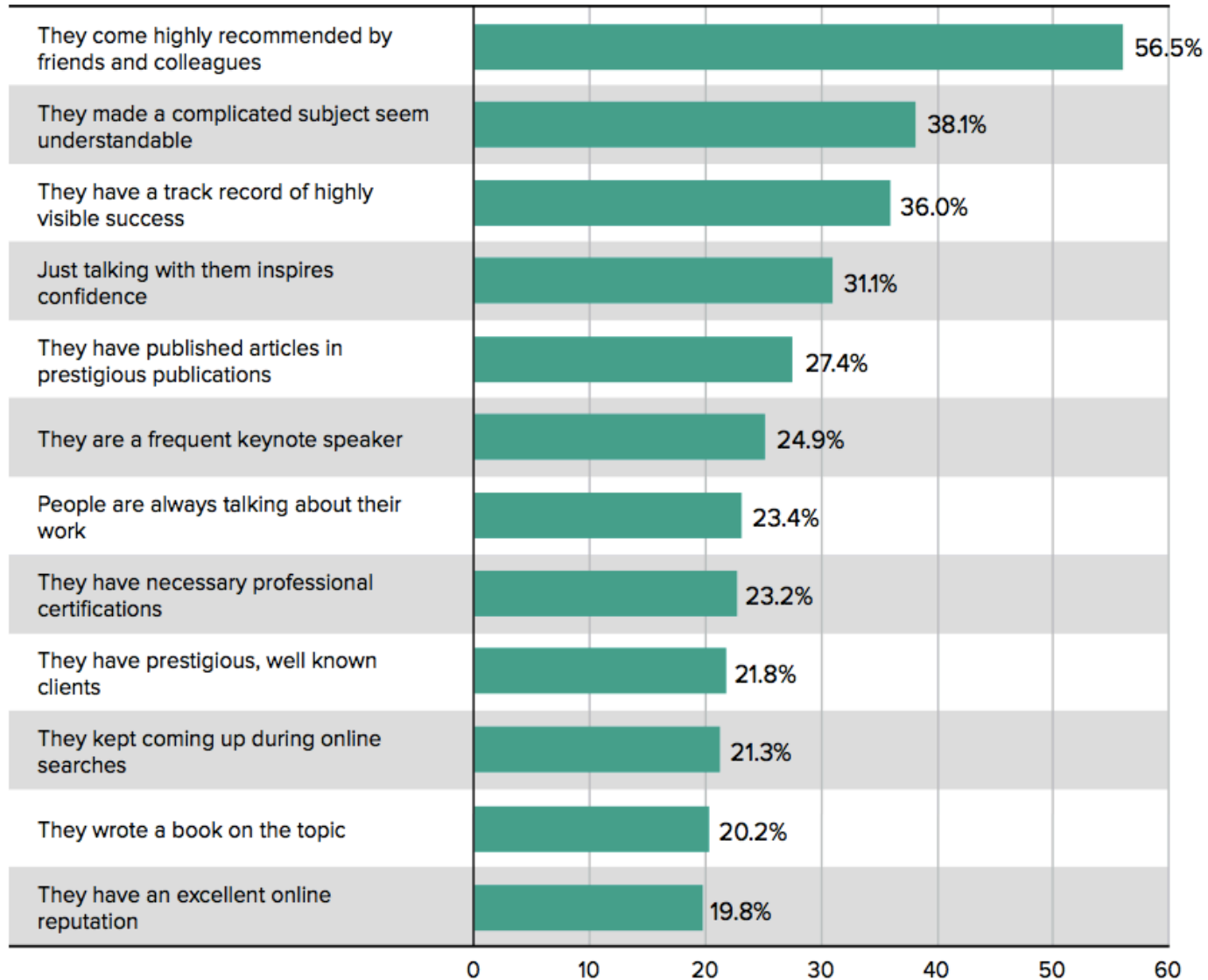
How Buyers Find Visible Experts Online





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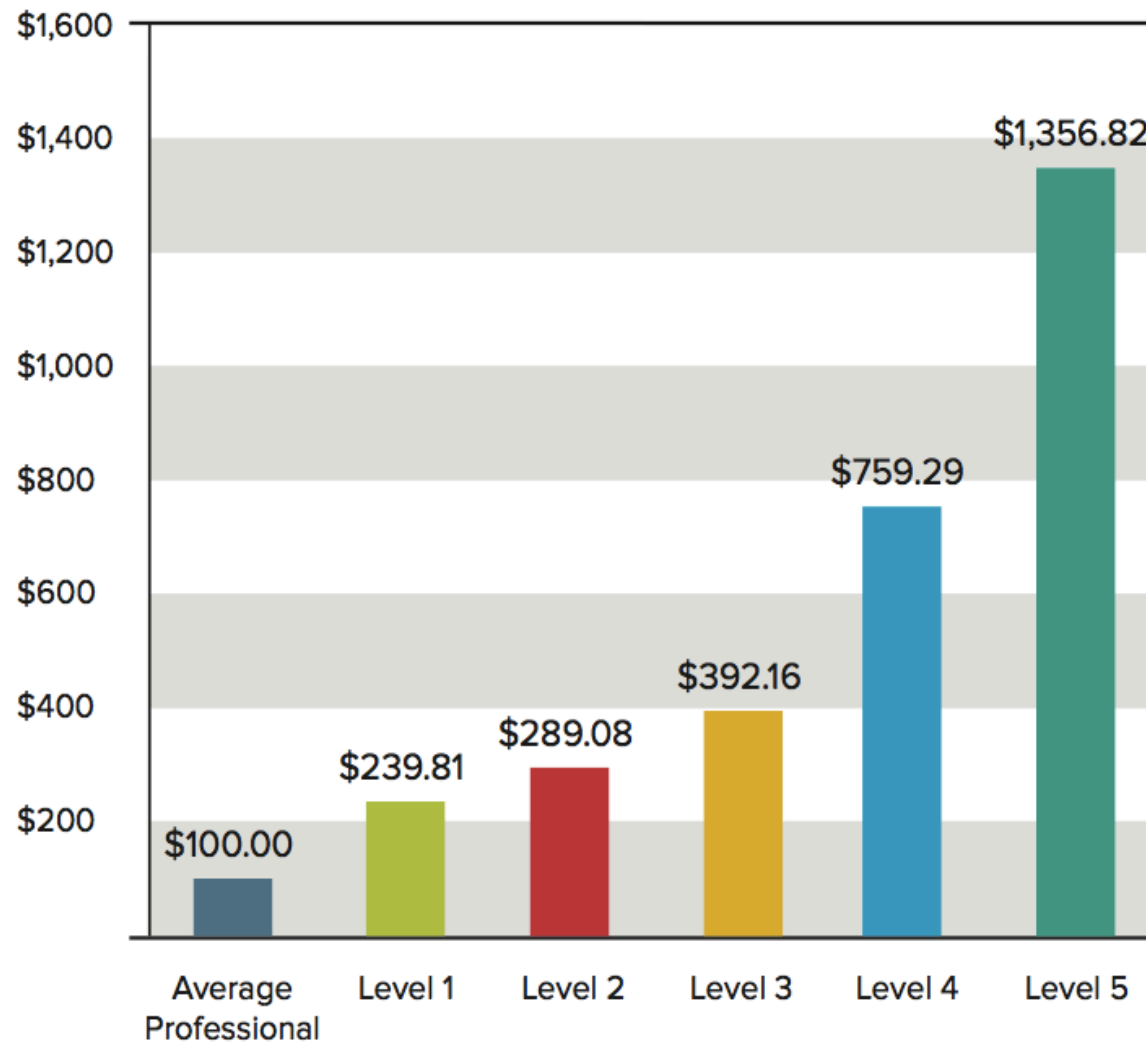
What Convinces Buyers of Expertise





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Effect on Billing Rates



A CASE STUDY WITH MARK AMTOWER

How Mark became a Visible Expert

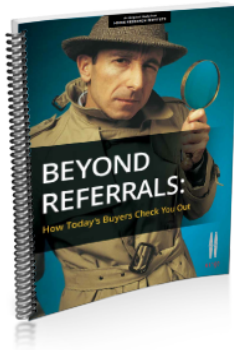
The role of Visible Experts in government marketing

How to promote expertise

Public relations for Visible Experts

The value of being a Visible Expert

Free Resources



Beyond Referrals:
How Today's Buyers
Check You Out



**Online Marketing for Professional
Services**



Finding Experts:
Why and How Clients
Seek Visible Experts



Becoming a Visible Expert:
A Guide for Professional
Services Executive

Available at: www.hingemarketing.com/library

Free Visible Expert Feasibility Review

- ✓ For webinar registrants only!
- › **We'll discuss:**
 - Your current approach
 - How a program might work
 - Key concerns you might have



Respond to follow-up email or call: **703.391.8870**

Thank you! Questions?

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