



# How To Be Seen As THE Expert In Your Field And Use This Positioning To Attract Large Volumes of Clients

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## How to be seen as THE expert in your field and use this positioning to attract large volumes of clients

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## How to be seen as THE expert in your field and use this positioning to attract large volumes of clients

Positioning your firm, or positioning you personally as an industry expert means that people instantly see you as the authority on a certain topic.

This coveted position enables you to charge a lot (a lot) more for your business development services because people know that the advice they receive is going to be outstanding.

What's more, as soon as you're seen to be the industry expert on a topic, you'll generate more referrals. You'll also find yourself being called by journos wanting to quote you in their publications.

The best news is that you don't need to be THE pre-eminent expert on a certain topic to be PERCEIVED to be the expert.

Obviously you do need to know your stuff but you can shortcut the process significantly by undertaking the following activities ...

And sure, the activities mentioned below may take just a little time to implement but you'll find the payback to be enormous. In fact, becoming known as an industry expert can instantly catapult your business into becoming an industry leader almost overnight.

Here are some ways to do that ...

### 1. Write a book

The instant that your name appears as an author of a book (whether you self-publish or get published) you are seen as an authority on a topic.

Once you have written that book, here are some tips to maximise the success of the book:

- Give it out to prospective clients when you first meet them. It's a great way to build credibility and therefore increase your conversion rates.
- Use it as a lead generator. Advertise a free or low cost book in a newspaper ad or flyer.
- Sell it on your website.
- Sell it through online and other book stores. This also acts as a great lead generator.
- Arrange for key influencers to gift copies to their "qualified" clients.

The book needs to be very interesting to read in the eyes of your target market. It doesn't need to be a mainstream best seller - that's not the point of it. The point is to position you as an expert in the eyes of the types of people who buy from you - that's it.

Maybe you're keen to attract more retailers as clients. With that in mind you might write a book on business development strategies for retailers. Or - if your focus is to attract more manufacturers you might write a book on specific strategies for the manufacturing industry.

If you don't have time to write a book filled with strategic information, here are some alternatives:

Let's say that you are targeting manufacturers and you already have a number of very successful clients in the manufacturing industry. Instead of filling the book with theoretical strategies, interview the clients and feature a book filled with case studies. The case studies would feature the problems that the clients faced, the situation they were in, the recommendations you made and the results they achieved.

What better way to prove that you're an expert in the field by featuring real life examples of your expertise at work.

Or - be bold and make predictions about the future of a certain industry and write a book about it. The fact that you're willing to go out on a limb will draw people to you. People are always curious about what the future holds. And the funny thing is, it doesn't matter whether or not these predictions come true. What does matter is the fact that you were willing to make them in the first place.

If by now you're thinking, 'But I don't have time to write a book', don't worry. You don't need to. Just get a ghost writer in. They could be much more affordable than you think.

Ghost-writing fees depend on the skill level of the writer and the size and complexity of the book but you can secure very affordable ghost writing by posting your project on a freelance website called Elance ([www.elance.com](http://www.elance.com)). Simply go to elance and post your project.

Writers will then bid on your project and you can review the portfolios of writers online. Once you have done that you can then choose and engage the writer that best suits your needs and budget. Often you'll find that writing fees are significantly cheaper than you would be able to source in the open market locally.

The challenge is though, quality varies wildly as well and you may find that you get some very cheap quotes from writers in third-world countries and although these writers are often fluent in English, the way in which they write is very different from what's acceptable in the western world.

### 2. Use a checklist as a prospecting tool

Use it as part of a direct mail piece, as an accompaniment.

This checklist gives people questions to consider - questions that nobody else thinks about - questions that people perceive can be answered by you. And because nobody in the industry addresses these questions, your perceived expertise goes to a higher level. You've positioned yourself ahead of the competition.

The reason why this checklist/diagnostic format works is because it becomes prescriptive. You are perceived



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to be a problem solver by diagnosing their problem and identifying a cure.

Here's an example:

Early in 1999 when Y2K fever was at fever pitch IT consultants were making a small fortune conducting audits of companies' IT infrastructure.

One IT company sent a direct mail piece to small businesses recommending that they have a Y2K analysis performed. Attached to the direct mail piece was a "Y2K Risk Analysis" checklist that people could complete to determine whether their businesses were at risk. This checklist played a very powerful role in producing huge numbers of responses to that direct mail campaign.

### 3. Run seminars and workshops or speak at other events

Being an author turns you into an expert and so does being a speaker. The moment you get on that stage you are elevated to "guru" status.

You can go one step further than that and record the events and sell the CD's/ DVDs on your website or via direct mail.

These events don't need to be big production affairs. They might be a simple introductory, lead generation-style workshop presented to prospective clients.

Or – you might decide to go on the speaking circuit and list yourself with a speaker's bureau and speak at corporate conferences. Doing that increases your profile and is a great lead generator as well.

10x firms run regular events called "The Edge". Their main purpose is to educate and introduce a firm's existing compliance clients as well as prospective clients, to the firm's business development services.

And the best part is that you don't need to be an accomplished speaker to host an "Edge" event. One of our professional 10x presenters does that for you and the 10x team provides you with all the support you need to run a successful event. Edge events are so successful that 10x accounting firms attract between 80 and 400 potential clients to each event.

### 4. Testimonials

Featuring testimonials from clients and from high profile peers is a great way of positioning you as a business development expert. Use testimonials prominently in all your marketing material - the more the better. In fact, develop a system for gathering testimonials from each and every new client. And when you do that, categorise those testimonials into industry or geographic location.

Step-by-step instructions on how to tap into the power of testimonials for both you AND your clients can be found in

the 10x Strategy Guide on "Testimonials" ... available to 10x Accountants.

### 5. Send media releases out

Whenever something newsworthy happens either in your industry or for your business, send out a media release to media outlets.

Perhaps you have just launched your new business development division or perhaps some legislation has changed which will affect your industry or consumers – whatever it is, keep issuing media releases and you'll soon get media coverage. The more media coverage you get the more you are perceived as an expert by the public and by the media AND the more new clients you'll attract.

Recently when 10x Newcastle ran an "Edge" event to attract new business development clients over 400 people turned up. The turn-out was so impressive that the Hunter Business Review featured a full page article in their publication.

### 6. Publish whitepapers and promote them in print ads

As mentioned earlier, a great way to be positioned as an authority on business development is to publish tips and findings. You can do that by writing a book or by publishing a 'White Paper' or 'ebook' on how to grow a small business.

For instance, 10x Accountants have a range of ebooks, white papers and Strategy Guides that they can use to attract new clients to their firms.

One of those white papers is called "10x Ways to Grow Your Business" and 10x firms enjoy great success running print ads that promote this guide.

### 7. Establish a knowledge base and strategy guides

Again, "Knowledge is King". The more information you provide clients with, the more knowledgeable you are perceived to be, which means the more business you'll attract AND the better the results you'll generate for your clients (obviously).

For instance, 10x firms have access to 300+ comprehensive Strategy Guides (over 4500 pages of advice, action steps, strategies, checklists and marketing pieces) on topics that include:

- Headlines
- Yellow Pages advertising
- Print Advertising
- Direct Mail
- Catalogues
- Letterbox Flyers
- Fax Marketing
- Blogs



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- Guarantees
- Testimonials
- Lifetime Value of a Client
- 7 Ways To Increase The
- Profitability Of Your Business
- How to Handle Objections
- How to Measure Conversion Rates
- Testing and Measuring the
- Success of Your Marketing Efforts
- How to Increase Prices
- How to Increase Your Average Transaction Value by Packaging Products Together
- Upsell and Downsell Strategies
- Cross-sell
- Postcard Marketing
- Fridge Magnets
- Elevator Speeches
- Establishing a Customer Database
- Prospect Follow-up
- Business Cards
- Dangers of Discounting
- Increase Average Transaction Value
- Qualify Leads
- Phone Mail Phone Strategy
- Features and Benefits
- WIIFM
- Sales Forecasting
- Advertorial vs Institutional Advertising
- What You Can Measure You Can Manage
- Customer Loyalty Programs
- Email Marketing
- Back End Marketing
- Customer Service
- Underpromise and Overdeliver
- Classified Advertising
- USP
- Client Advisory Board
- Referrals
- Merchandising
- Online Payments
- Customer Complaints
- Know Buying Motives
- Team Commitment
- Offers - Lead Generation
- Offers - Sales Promotion
- Networking Events
- Ask for the Order
- Prevent Future Debtors Issues
- Debt Collection Techniques that Work
- Public Relations
- Know your Customer
- Educate Customers on Value
- Tell Reasons Why
- Positioning Yourself As an Expert
- Advertising Formula

- Viral Marketing
- Telephone Handling Skills
- Host Beneficiary Relationship
- Marketing Pillars
- Trade Show System
- Call to Action
- Radio
- Telemarketing
- Layout
- Passing Trade
- Newsletter
- Reactivating Old Clients
- Proposals
- Frequent Buyer Program
- Closed Door Event
- Pricing Strategy
- Persuasion Tips
- Promotions Schedule
- Questioning Techniques
- Body Language
- Building Rapport
- Plus much more on marketing, cost reduction and profit improvement.

There's a lot there, isn't there. In fact, there's a strategy guide for almost every business situation. To find out more about these strategy guides and about the 10x Opportunity simply call 1300 855 109.

### **8. Run teleseminars, record them and sell the products**

Tele-seminars are an easy way to build your expertise and sell your services. There's a lot less preparation time and cost than there is for live seminars. What's more, you can run one at a moment's notice. And - you can record them and then develop the recording into a product.

Tele-seminars are seminars conducted via the telephone. It uses teleconferencing facilities that enable you to have anywhere up to a few hundred callers on the line at one time listening to you. There is also an option to mute the entire call or allow callers to ask questions.

### **9. Write a column for a business or industry publication**

Being a regular columnist for a small magazine is another great way of being seen as an expert in a certain field. To start with though, approach the editors of the publication with an idea for a one-off article. Over time, develop a relationship with the editor and once they're comfortable with your level of expertise and the value that you deliver in your articles, approach them with an idea for a column.

Being a columnist has other marketing benefits. Here's an example of that ...



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Pauline Elphinstone from Contemporary Feng Shui writes a weekly column for the Cairns Post newspaper. As a result of this Pauline is seen as THE expert on Feng Shui in the Cairns region.

Pauline uses these articles as marketing tools too. She scans her articles, prints them off and sends them to potential customers around the country. When potential clients see the newspaper clipping they instantly perceive Pauline to be an expert on her topic. You see, when people see something in print they believe it to be true. And they see the writers of the information as authorities on relevant topics.

It's a great way of increasing conversion rates as well as justifying a higher price.

### **10. Conduct industry surveys and publish whitepapers**

A great way to be positioned as an authority in your industry is to conduct a survey of either people in your industry or clients of your industry. Once you have gathered all the research publish a white paper containing your findings. Then - submit press releases announcing this survey, to relevant magazines and media outlets.

For instance, if you specialise in manufacturing sector you could do a benchmarking study of various manufacturers. Alternatively, do a survey of the key frustrations and issues facing the industry. Once you have identified those issues and frustrations publish the findings together with recommendations on how to solve those frustrations.

These findings instantly become highly newsworthy to all manufacturing-related industry publications so there's a very good chance you'll get media exposure across the industry. And when that happens you'll find it's an incredible way of attracting highly qualified new clients.

### **In summary**

As you can see, there are a variety of different initiatives you can undertake to position yourselves as experts. Sure, it takes a little time but once you're seen as a "guru" you'll be inundated with new clients. Not only that, this 'guru status' enables you to also charge more for your services. Another benefit is that you'll start to attract joint venture opportunities from companies that want to be in business with one of the experts in a certain industry/field of expertise.

The 10x Opportunity gives you all the training, IP, knowledge and tools to instantly position your firm (as a 10x franchisee) as leaders in the field. One of the ways in which we do that is by co-hosting our "The Edge – Gaining the Unfair Advantage and Increased Profits" in conjunction with your firm. With each Edge event typically attracting between 80 and 400 people this is a powerful profiling

opportunity for your firm. Not to mention the fact that it's also a powerful client acquisition method as well.

At each event we reserve a limited number of complimentary VIP tickets for accountants who are interested in finding out more about the 10x Opportunity. To reserve your complimentary ticket simply telephone our office on 1300 658 221 for Australia and 0800 570 572 for New Zealand.