



TIPS FOR SELLING YOURSELF AS AN EXPERT

People starting out in their own business often struggle with selling themselves as an expert. It's more common to take on anything and everything regardless of whether it's exactly what they want to do or not.

Pitching yourself as an expert takes courage and this means turning down jobs that are not a good fit for your skills.

When you decline something that is not one of your core functions, you are focusing on exactly what you want to do and disregarding everything else.

You can relate this to any occupation; take a dog wash business for example. You wash every kind of dog, but you would really like to specialise in the bigger varieties, are you brave enough to make this the selling point of your business?

If you are, it would make you an expert in washing bigger dogs and people with those types of species would welcome having someone like you to take care of their four-legged friends.

How about house cleaning? You could clean any house, but you really specialise in cleaning tiles and grout. There is probably a huge market for this expertise and when you focus on this particular aspect of cleaning; you have put your hand up as an expert in your field. Now you can charge more and people will pay it because they cannot get this service from just anyone.

Focusing on your core functions means first identifying them and then letting your prospective clients know what you can offer. This will take time. If you have only just gone into business you may not have developed your core activities. Going back to the dog wash example, it may take you a while to decide that you like larger breeds better than the smaller ones.

The Next Step

Marketing yourself as an expert is the next step.

One of the things you cannot afford is modesty. Let people know the benefits of doing business with you, why you can help clients overcome their problems, what they can expect when they work with you.

Keep your marketing consistent and across many different mediums, for example, articles and media releases, direct mail letters and any live performances at workshops or seminars.

Another way to become known as an expert is to write a small booklet or how-to book about your chosen subject. Readers consider that if you have written a book on the subject you must be an expert and know what you're talking about.

About the Author:

Barb has been a successful business writer/editor/communicator since 1989. She writes in plain language and believes material for print and the web should be clear, concise and user-friendly. Please visit her website at www.barbclews.com to find out more.