

Don Crowther's

PrivateVIPMembership.com



The Expertise

Don Crowther

Story

Hi this is Don Crowther with a video about marketing your expertise. May I tell you a story? So, holiday, stand out on the beach of Lake Michigan, kids are playing around our feet, trying to pour water on our feet, we are burying them in the sand, we are doing the kinds of things that adults do when you are out on a holiday spending time with friends. We start talking as adults.

One of them says to me, "you know Don, I'm just finishing up my MBA and I've got a ton of student debt. And I've got a good job, no gripes but I've realized that the only way that I am going to get out of my student debt, because I've got enough debt here to build a reasonable house, is to take instead of paying it off in 30 years to take every single bonus that I get and all the raises that I get."

System

- Person with a job who wants to go out on their own either full or part time
- Person who wants a better job
- Person trying to get a job
- Person trying to get a raise

"And, if I plough all of that into repayment of my student debt, I should be able to get out of this in 10 to 12 to 15 years. Got any ideas on how I can speed that process up without negatively affecting my family?"

And as I sat there another guy said, "Yeah I'm dealing with the same issue" and pretty soon it became clear that there are a bunch of people out there who have significant issues.

Now perhaps you've got a similar issue. Whether it's student debt, a house that's upside down, credit card debt, or maybe it's just a desire to put a bunch of money into a retirement account so you actually can retire. Well, here's the thing: if you continue with the way you are going right now you will probably have x. If you want to have more than x you've got to do something different.

And most people, at least in America, are reluctant to negatively affect their lifestyle to get more than x. And so as I started talking to them I realized that the two key people I was talking to both have amazing areas of expertise where they are pretty good at what they do. And I said, "Could you use that knowledge, do you have any interest in potentially using that knowledge to significantly increase your income?"

Absolutely. They were talking about maybe doing some consulting gigs on the side, or maybe eventually leaving the big company and going out as a highly paid consultant in these areas, speaker, author, consultant whatever it is. So they said, "But I can't just quit my job and have that large amount of expert presence out there. How do I form that expert presence in the marketplace?"

System – For Entrepreneurs

- **Person creating or expanding a consulting or information business**
- **Person who wants to become a speaker, author, or just famous in an industry**

I began to describe a system I have taught to a number of people and which really, really works well. And the best part is it is incredibly cheap and I will show you a budget in a few minutes and it is incredibly cheap in terms of time expended. This is probably one of the biggest potential opportunities for people who are either in work or maybe trying to get work.

In fact let me just show you who this system works for, okay? This works really well for people with a job who want to go out on their own either full or part time at some point in the future. Maybe it's for people who want a better job, they are doing x, they want to do y to get paid more. Maybe people trying to get a job so maybe you are just coming out of college or maybe you have been laid off and so you are trying to get maybe a different job or maybe get a job in your field, this system really helps.

Maybe it's a person just trying to get a raise or maybe for an entrepreneurial standpoint, maybe it's a person either creating or expanding a consulting and information business. You need to have that expert positioning to be able to do that or maybe it's a person who wants to become a speaker, an author or just famous in the industry. And so this system works for all of this.

In Short...

Anyone who wants to improve their life through information and expertise

In fact, it works for anyone who wants to improve their life through information and expertise and being able to sell information and/or expertise. And realize that information isn't just eBooks or courses or whatever. Information can be highly paid consulting gigs, it can be speaking before large audiences and getting paid for that.

It can be just a temporary thing where someone calls and you give a one-hour coaching consult over the phone. Any of those kinds of things can be built based upon the systems that I'm going to teach you because what this system does is positions you in the public mind as being an expert. And it does it very easily, very quickly and very cheaply.

Requirements

- Interest in a specific area of expertise
- Ideally, some existing knowledge about that area
- OR – a commitment to research and learn

Let me walk you through this particular system. Here are the requirements: First, you've got to have at least interest in a specific area of expertise. Ideally you've got some existing knowledge about that particular area. In fact ideally you truly are an expert but if you are not an expert all you have to do is be interested and willing to research that particular area and you can quickly become positioned as an expert in that particular area.

Setup Stage



So if you have interest and ideally some existing knowledge, if not if you are willing to commit to research and learn you can very quickly become an expert in these things.

I have two degrees in marketing - an undergraduate degree in Marketing while my graduate degree is in Business Management in general but I did put as much focus on marketing there as I possibly could because they didn't offer specific degrees in those areas.

Then I went into Packaged Goods Marketing, when you are marketing the kinds of things that you find in a grocery store, in a drug store or a store like a Kmart or a ShopCo or something like that. And what happens with that is that it is your expertise in marketing which becomes the marketable commodity. Your expertise in any given area is something that you gain very quickly as you come into it.

So you as a brand manager that's the title assigned to work on x brand today. So I was working at Kimberly Clark, I was working on New Freedom, which is like Kotex. Not particularly my favorite subject to be an expert in but I had to become an expert in a matter of about a month on that particular topic. And then a couple of years later I got a call one day and I was transferred to the Depend brand so then I had to go learn about incontinence and become an expert in a very quick period of time.

And from this experience and having gone through this with three different companies and multiple different brands I learned that you truly can become an expert in less than a month on just about any subject if you have access to the right materials. Now with the Internet you now have access to the right materials for free. And so if you've got interest and a willingness to research and learn you can literally become an expert in about a month.

So I'm not going to teach you how to gain that expertise here what I'm going to teach you how to do is to position yourself as an expert. So for the next ten minutes here I'm going to talk about the set up stage of this. I am not going to tell you specifically how to do some of these things. That you can learn from Google but what I'm telling you is you need to have this and here's how you set it up.

And so if you know all this you may just want to skim through this part then start watching the part where I talk about the implementation stage. So here's the set up stage for this. First thing is to choose your expertise and ideally the criteria you are going to use for this is you are looking for an expertise that people pay money for, preferably a lot of money.

Step 1: Choose Your Expertise

Criteria:

- An expertise that people pay money for
- Ideally, an expertise that **businesses** pay money for
- Something you're excited about
- Significant keyword search traffic

There are a lot of areas you can go and become an expert in that are really cool but people don't pay money for information from people on that particular subject. And so one of the key criteria is this has to be something that people, specifically companies, pay money to get knowledge in that area. Why do I say companies rather than people? Well companies pay lots of money, people pay a little bit of money.

And so you've got to work really hard to give information to normal people to get a lot more. There's a big difference between a \$50,000 or \$500,000 client and 10,000

customers paying you \$50 just a big difference between that. And the marketing required to get them is so much easier for the companies to do that. So you may not be interested in anything that businesses pay money for but if you can find something that businesses pay money for, it can work wonders for you.

A Note On Excitement

- Example
- **Need to be excited about the expertise, not necessarily the application of that expertise**

Ideally it's something that you are excited about and it's something that has significant keyword search strategies. So let's talk here about a note on excitement. So, there are a lot of people that say "Oh, you've got to go choose something; you've got to go find something you are passionate about."

Well guess what, I was not passionate about New Freedom, nor was I passionate about incontinence, nor was I passionate about fried chicken, nor was I passionate about—I could go through my career and I wasn't passionate when I originally started any of those products.

But it was my marketing that was the expertise and so you don't necessarily need to be excited about the thing that you are expected to be an expert in, you need to be excited about the application of that expertise. So marketing is the thing that I was excited about then I had to go learn about or menstruation or incontinence or chicken, okay? So that's the way it works. Alright, so I mentioned that you need to have significant search traffic.

Keyword Research

- Google's keyword tool
- **MORE INFO HERE**

Go and do some key word research with Google's key word tool.

So let me just rapidly walk you through how you might want to do that. Alright here I put in Google key word tool and there it is in the results, I click on that it loads it up.

Note if you are not logged in it's going to give you this box down here. So I'm going to put in a topic I'm going to choose supply chain management, that's about how you buy things and make them and add value and sell them to other people. It's in the business space. So I hit search and it brings up supply chain management, gets a million global monthly searches, 165,000 in the US.

Then I just go down here supply chain 2.2 million, 450,000 supply and chain management down here. So I've got a number of key words here's supply chain management and logistics, 40,500. So this would be a pretty good particular topic so I'm just going to click on Google monthly searches and great what is Internet? That's helpful, what is management, what is—okay so, but about supply chain what is supply chain so you've got a lot of things, these things that Google groups together into this batch and so this is an area where I've got a lot of searches.

Let's just go up and let's think of another topic that we want to put in. Here's one, growing big pumpkins. So recognize supply chain management that's something companies pay a lot of money for and that's a great thing to have so growing big pumpkins. So here's one for you know what that may not be, not a lot of people pay a lot of money so growing big pumpkins only gets me 2,900 global monthly searches, 1900 in the US and I've got pumpkin seeds too down here, baby pumpkin and baby pumpkin and big pumpkins, I've got 27,000.

If I had a choice between those two things - I'm a world expert big pumpkin grower. Yeah you might be able to do that but you are not going to get nearly as much return as if you were doing supply chain management. Let's just come up here and put in something like weight loss. So weight loss is going to give me 11 million searches, so instead of growing giant pumpkins how about if we help people lose giant amounts of weight?

Ideally I like to have five topics over 100,000 searches in the month or at least ten over 40,000 to 50,000. If I've got 100 that give me each 3,000 well that might be one that I can work with, so just things to think about as you go through the process of your keyword research.

The next step two is to buy a URL so again most of you probably already know all this stuff but let me just quickly go through it.



Step 2 – Buy A URL

- GoDaddy.com
- Look for a name that contains keywords for your area of expertise
- .com or .co, nothing else...

I recommend you just go to godaddy.com sign up for like \$10 you can get a URL for a year. You're going to look for a name that contains the keywords for your particular area of expertise.

It's just easier, even though it's not totally required and there are some suggestions that it does dubious things in terms of the search engine rankings but people tend to click when they see a domain name that sounds like what it is that they want to know the information about it.

I like to look for a name that contains those keywords for my area of expertise. I suggest you do a .com or your local version of .co, nothing else no .info, no .net, no .org, just go work hard until you find a .com that works.

Step 3 – Buy Hosting

- Doesn't have to be fancy or expensive
- Bluehost: **\$XX per month**
- (Don't buy Godaddy's hosting)
- Ideally, buy something that has XXXX installed – instant WordPress Installation

Number three is to go buy some hosting. So a host is where your website lives, it's the actual computer on which your website lives. It doesn't have to be fancy or expensive. One great example is a company called bluehost.com there you can get it for basically \$5 a month so \$60 a year and I believe that's if you pay annually and they do the job. And later on you are going to want to have big fancy servers and your own server and everything like that, that's later. Right now, just go get some place to put your website on.

Now, I will give you one note of caution and that is, I do recommend buying your domain from Go Daddy but don't buy a Go Daddy's hosting. They are going to want to sell it to you and the main reason is because there are some issues with WordPress, at least there have been in the past. They may have changed that right now but for the moment I suggest Blue Host is a really great place to go and so ideally buy something that will automatically install WordPress.

There is a program called Fantastico that is out on a lot of servers but just go look through the specs of the server or give the sales department a call and say hey is this a one click install of WordPress, alright? Because then all you do is click it and it goes off and it does everything and then it says okay here you are, you are all loaded up, you are done and it's a lot easier if you don't know how to do that. So step number four is to install WordPress.

Step 4: Install WordPress

- Best solution – **Fiverr.com \$5 for setup**
- **Screenshot here**

Now you can go click that or here's a possible solution, just go to fiverr.com, which gives you a whole bunch of things for \$5.

And if you put in Install WordPress it will give you a bunch of things. So here I want to install WordPress and your themes and necessary plug-ins plus backlinks bonus for \$5, here's something else I will install a

WordPress secure and necessary plug-ins for \$5. And so something like that hey \$5 someone else does it, you don't have to worry about it, it's great.

Caution

- Once wordpress set up, change server and blog passwords

I will give you caution - once all the things that require you giving the password to somebody is done change your server and your blog passwords so they can't come back in later on and potentially hurt you, so just recognize that.

Next is to install a template. I recommend you only use paid templates. Many of the other templates are actually committing fraud or they are using nefarious tactics to try to get links or something like that, just go buy a paid template \$35, \$15, something like that from a reputable place gives you a much more solid, much more secure WordPress blog.

Step 5: Install A Template

- Paid templates only
- My favorite – StudioPress.com

One of my favorites is StudioPress, in fact if you go to Fiverr and you just go WordPress StudioPress, hey, here's someone who will give you any Word StudioPress theme and genesis framework for \$5 or here's someone who will customize it for \$5. So I like that StudioPress works really, really well for this particular strategy.

Doing this will set up WordPress and the theme. Now you probably want to get somebody to do a little header for you. Again that's maybe another Fiverr project, or as these people set is up for you they may design one for you. So one of the things you do at Fiverr is you have people do a base project then you go back to them and say hey, I'll give you another \$20 will you do this. So just an idea, something you may want to consider.

Step 6: Install An Optin Form

- This gives you the ability to collect email addresses of people who want more information about your expertise
- Set up an account at SafeAutoResponders.com (my affiliate link for Aweber.com) **\$20/month**

As you are installing that you are definitely going to want to install an opt-in form. Basically an opt-in form gives you the ability to collect people's email addresses who want more information about you and your expertise. Now you can't just have them go to your regular email that can create a huge problem later on.

Installing An Optin Box

- Very easy – form based
- Aweber plugin
- Get someone to do it from **Fiverr.com**

My recommendation is you set up an account at safeautoresponders.com which I will tell you that's my affiliate link for aweber.com but if you won't mind just doing it through that so that I get a little commission, I won't mind that.

It's \$19 a month for 500 people and it's got all kinds of services that you can't get otherwise. And by the way installing that is very, very easy and one way you can do that is go to fiverr.com again and here someone who will set up your Aweber email submit form on your WordPress site for \$5 bucks.

Hey so why not take advantage of that, pay somebody \$5 and just be done or you can just go to AWeber and you fill out the form and it gives you a line of code and you plug that into the AWeber plug-in which means you do have to install a plug-in on your WordPress site, which is very easy but if you don't know how to do it again you may want to use a Fiverr option or just get somebody else to do it for you from Fiverr.

Important

- If you give away something for free, you're more likely to get people to optin
- Course
- Checklist
- Short consult

Now it is important that you offer something for free to get people to opt in. If you just say hey, sign up and I'll send you more information that's not nearly as much of an incentive as much as hey I'll give you a five day course on how to _____ how to do something in regards to your area of expertise, or maybe you offer them a video or you offer them something else, a course, a checklist, maybe even a short consult.

If you are trying to get into the expert business and do consulting with people in long term maybe offer them 20 minutes of the consultation.

Set Up Your Initial Messages

- Double Optin message
- Welcome message
- Later on – informational posts

That's a great way for people to get to know you and start seeing the value that you give. Then you are going to want to go into AWeber and set up your initial messages. And again I'm just briefly covering this, this is all Google-able or you can get information like on AWeber, it will talk to you about how to set up your double opt in message so that requires people to actually confirm that they opted in so that you can get that back.

Your welcome message, the first message that you send them and then later on maybe some informational post that you put in there or the course or whatever it is that you do.

Right so now you've got a domain name, you've got some place to host it, you've installed WordPress, you've put up a nice looking template on it so it looks really nice, you've created an opt-in box and put it on it. So now you've got a lot of things in place on your site, you haven't written anything yet but you've got things in place so it will work really well for you.

Step 7: Set Up A Twitter Account

- Only for this expertise, nothing else
- Your personal picture
- Your name, or possibly your expertise

Next step is to set up a Twitter account. Now, this particular Twitter account is going to be only for this expertise, nothing else. You are not going to put pictures up, the ones that you had, you are not going to put up political commentary or Go Packers or anything like that so you are only going to put up information about that particular area of expertise. I recommend you put up your own personal picture and then either use your name or possibly your name connected with your expertise as part of your Twitter account name as you do that.

Step 8: Set Up A Facebook Page

- Only for your expertise, nothing else
- Your company name or expertise
- Picture or collage of your expertise
- Invitation to ask questions about your expertise

People prefer on Twitter to interact with people rather than companies. And so it's much more powerful if you put your personal picture up than something like a logo.

Next you are going to go on, you are going to set up a Facebook page. These are all free again you are going to use it only for your expertise, nothing else. You are going to use your company name or expertise in this, a picture of you or maybe a collage of your expertise to go in rather than get technical and use a technical term.

When you go into Facebook now there's a big picture that's up at the top that is going to have ideally a picture or maybe a collage that shows the kinds of things that you do so that they know when they look at. That they instantly go oh this is about supply chain management, so you are giving them that information there in that picture. And then you may want to give them an invitation to ask questions about your expertise so that you are getting a conversation going on with your audience.

Step 9: Set Up A LinkedIn Account

- Your personal name
- Your resume
- Probably list current position as President of your new company (risk if employed)

Next you are going to set up a LinkedIn account. This will be done under your personal name because LinkedIn accounts are only done in your personal name, you are going to put up your resume and then you probably want your current position as President of your own company, even if you've already got another job. Now realize there is a link here if you are employed already that your current employer or one of your fellow employees might go to that and say hey I thought you worked for ABC company, what are you doing saying that you are the president of XYZ company?

You may want to consider that you may be letting your boss know that so don't get yourself fired over this until you are ready. Ideally you are going to walk into your boss one day and say "Guess what I'm earning twice as much working in the evenings as is I'm doing working fulltime for you and so I'm putting in my two-

week notice and thank you very much, I appreciate it everything that's happened over the last several years and I'm going to go out and start my own company."

Step 10: Set Up A YouTube Account

- Only for your expertise, nothing else
- Your expertise as name
- Your login will be the name, set up a separate Google account if needed

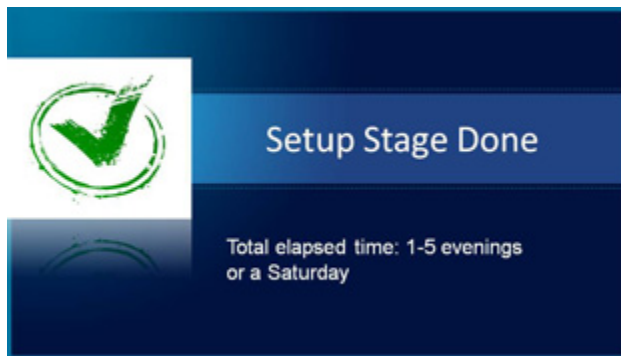
Next you are going to set up a YouTube account. This is again only for your expertise, nothing else. You are not going to put up pictures of your kids, or your dogs or any of those kinds of things you are only going to have this YouTube account be about your expertise. Ideally you put your expertise as the name and I realize that your log in will be the name of your YouTube account. So you may need to go set up a separate Google account so you've got a log in that's separate like that.

Step 11: Set Up A Pinterest Account

- Use your new Twitter or Facebook login
- Check out PinIncome.com for more information on utilizing Pinterest to build business

Step 11, last step to set up is a Pinterest account, you are going to use your new Twitter or Facebook log in that we've just set up just a couple of steps ago and you may want to check out pinincome.com for more information on how to utilize Pinterest to build your business.

Now your set up stage is done, your total elapsed time, if you are fast you can do it in one evening. Maybe it's five evenings if you don't quite know as well what you are doing. Or maybe it's just a Saturday, you take a Saturday and you sit down on your computer and you put this whole thing together.



This can literally, be done in like 5 to 10 hours total cost, \$15, three Fiverr things; one to set up your WordPress, one to put up a template and one to put in an opt-in box, \$15 plus \$60 bucks for the year for your hosting so your total cost is right now \$75 plus like a week worth of evenings, pretty inexpensive.

So now your set up is done now let's go into the implementation stage and this is where the real power of this strategy happens. You needed all those other pieces to be properly set up, now we are dropping into where the real power of this whole strategy comes in.



Now I'm going to show you the whole strategy and then we'll take it apart piece by piece and discuss how you actually do them, alright?

What you are going to be doing is putting up regular blog posts on your particular area of expertise. We'll talk more about how those are structured, what they are, everything but regular blog posts where you are demonstrating your expertise.



Then each time you make one of those blog posts, you are posting it to Twitter, Facebook, LinkedIn and YouTube if there's a video associated with it and Pinterest because you are putting a picture in there too.

Those five things are happening with each one of these regular blog posts that you are doing so that you get more and more traffic coming to that.



You are also sending out an alert to the email list that you are building with your opt-in box.

Remember I talked about the opt-in box, well you are now getting people who are slowly signing up and probably only about 5 to 10% of everyone that comes to your site so initially when you send this first one out it might go out to four people. That's fine and each time you put up one of these blog posts you are going to send out a little alert saying, "Hey here's this cool blog post I just wrote about how to _____."

The Lynchpin – Quality Blog Posts

- This is the key to whether your strategy works or it doesn't
- Quality blog posts
- Ideally 5-7 posts per week
- Minimum 3 posts per week

Those two things are going to send traffic to you. So the social media is going to send traffic as well as the alert you sent out to your email list is going to send you traffic. Now your regular blog posts are also going to get natural search engine traffic from the search engines, so WordPress is set up and designed to do really well with this, you don't have to worry about that. Over time you are going to start getting significant traffic coming to you from the search engines.

Blog Post Objective

- Prove your expertise
- Provide helpful information
- Position yourself in the marketplace

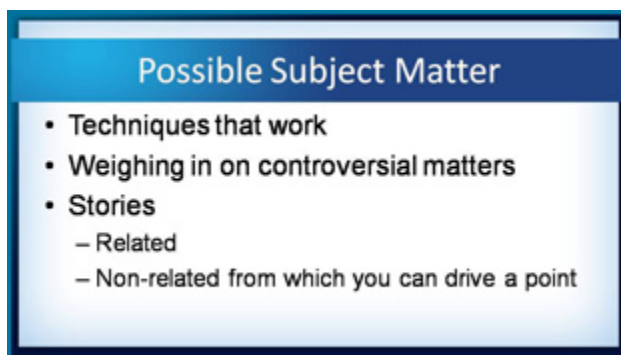
A lot of that's going to happen because you are making these social media posts. Google will see that and they'll start indexing. Also the email alerts tend to send traffic to them and it says hey Google you probably ought to pay attention to this especially if you are using Google Analytics in this process.

These blog posts fed out through social media, fed out through your email list are sending you traffic as well as getting you search engine placement. Then that traffic is going to get you more opt-ins into your email, which then creates more email opt-ins and those email opt-ins create more traffic and so the traffic comes back.

In addition, you are going to find over time that more opportunities are going to happen because you get traffic. For example you may get an opportunity to participate in a webinar with somebody or to post a guest post on somebody else's blog or something like that. And so the opportunity comes because you got lots of traffic. But then when you do the opportunities that gives you more traffic. And so you realize the arrows are going both ways here and then this whole thing what it does is it builds your reputation and your expertise in the marketplace.

This is a giant process of going through this with the net result being that your reputation grows but the key thing that started all this was your regular blog post. Now I'm going to add one more piece to this - which is a very, very powerful piece, which I don't want you to lose out on. And that is you are posting ideally regular videos to YouTube about your area of expertise and then you are embedding those YouTube videos into your regular blog posts.

Later on, you should be sending out social media posts on the YouTube video in addition to sending them to your blog post. Again I'm going to go through all of this step-by-step as we continue through this process but I wanted to show all of this to you right up front. Alright, so this whole thing, we are going to start with the regular blog posts. Those are the lynch pin in this process, so this is the key to whether or not your strategy works is the quality and the quantity of your regular blog posts.



Possible Subject Matter

- **Techniques that work**
- **Weighing in on controversial matters**
- **Stories**
 - Related
 - Non-related from which you can drive a point

You are trying to do high quality ones that really add value to your marketplace. What you are trying to do is ideally over time you are going to end up having a group of people who are needing the expertise that you have, are going to either be following you on social media, signing up for your email alerts and/or finding you in the search engines and wanting to pay attention to you. And so you are writing things that they need.

Possible Subject Matter

Commentary on:

- Other people's articles/blog posts
- Industry events
- Trends (especially if they're stupid or show promise – be a futurist)
- Actions of major players in the industry

In other words identify your customer and then write in your blog post what your customers need to hear and know to do better with what it is that they do. Ideally you are posting five to seven blog posts per week. If you want to succeed in this I strongly recommend that you at a minimum do three blog posts per week. Now your objective with each of these blog posts is to prove your expertise to your market.

Show them that you know a lot, provide them helpful information and position yourself in the marketplace. So be very, very careful with that last one because if you do things that position yourself negatively that hurt you which is the last thing you want to do. That's the reason why I said the only thing that are going up on these blog posts are things that are about your particular area of interest. You don't go and talk about the dinner you had last night, you don't talk about the latest Packer game you don't talk about the presidential elections unless your subject matter is that.

I don't care if you have a strong feeling about the presidential election you don't belong blogging about it in a post about supply chain management unless there's some specific area of that. So let's talk about some possible subject matter that should go into those blog posts. And I realize what I just said is controversial, I realize there are people who are saying this is my blog, I should be able to do with it what I want. That's fine but if you are going to follow my system, you don't put those things in there.

Why, because if right now at least in America, it's a very polarized place. And so recognize that every time, let's say you go and you post a political post, you just potentially offended about 40 to 50 % of your audience. Do you want to not get the \$500,000 contract with them because they disagree with you politically? Personally I wouldn't want to do that. And so hey go set up another blog some place and do your political ranting, go set up another blog to take a picture of your lunch every day.

Whatever you want to do focus your expertise blog post on your expertise, that's it alright, let's talk about some possible subject matter.

First, one is techniques that work so look at it and say, alright what are the things that work in this particular area of expertise because obviously if this is an area where people are willing to pay money, it means that there are some unresolved needs. And so what you need to do is go research what those needs are, go present solutions to people and write up techniques that work.

Real Power

In controversy

- People respect people with strong opinions that are well thought out
- Remember – people don't hire people who do the same as everyone else, they want people to make a difference

Next is weighing in on controversial matters and say wait a minute Don you just told us not to do that. Well I said don't post about politics unless that's the area of your expertise. What you want to be doing is there's huge advantage of posting about something that's controversial about your particular area of expertise. So supply management if there is something where a lot of people are saying hey we should go do this and you are saying no you shouldn't do that.

Real Power

In perspective

- People want to see that you're more than just a doer – that you're a thinker

That's a great way to get conversation going, it's a great way to get a lot of great search engine traffic it's a great way to get a lot of social media traffic.

Note - weighing in on controversial matters is a very, very good thing and I'm going to show you a little bit more about that in a moment. It is possible now some people say hey I believe that I should be showing some elements of my personality because I'm just not all supply chain management. Well, here's the way I recommend you do that.

Real Power

In saying what everyone else is thinking (or thinking about) but nobody else is saying

- People respect those who lead

Tell stories. But the stories have two ways you can do it. The first way is you can tell a related story. So you can say okay when I was working with such and such a client, which by the way is a great way to show you have expertise, is to show you have clients. When I was working with such and such a client we faced this particular issue.

That's a related story but it's also possible to do a non-related story from which you drive a point. So here's a great way to put in some personality. So I was putting in my garden this weekend and as I was doing that I found a _____ issue and you tell them that story and especially that story can be an emotional story. Then what you've just done is you've attracted their emotional thoughts about this and then all of a sudden what you do is you do what we call the pivot.

Then you pivot that by saying, "What does this have to do with supply chain management?" Well, boom and there's your point. And that can be very, very powerful especially if it's something that as I said is personal, is emotional, especially if it's emotional in a way that everyone identifies with. So your daughter went to the hospital immediately everyone goes, ah!

Or you just lost a bunch of money in something - okay those are the kinds of things everybody identifies with. And so if you can then draw a lesson from it, that appeals, that bridges it to whatever it is the area is that you are teaching, oh man you've got everything working right for you. You are showing a pretty personality, you are attacking their emotions and then from there you use that to teach a principle.

Powerful, powerful stuff that's the kind of stuff that goes viral so let's continue on so, we've talked about techniques of work, weighing in on controversial matters, stories. Then you can do commentary on things like other people's articles and blog posts, so this is a great way to get content, is you should be following the other people in your particular area of expertise. And let's say they post this post about something that you either agree with or disagree with.

Next you say hey I was just reading this post about so and so, he's a brilliant man. If I go back to the old probably apocryphal story of Abraham Lincoln one day remember the Lincoln Douglas debates where he's running against Stephen A. Douglas and somebody came to him and said, "Steven A. Douglas says all these very, very bad things about you, how do you feel about that," and they were looking for him to attack back.

Example; Lincoln said, "He must be right, he's a very smart man." And you can use that kind of thing so you don't have to go in and be ripping on all your competitors all the time. So you can say, "Hey I just read a brilliant post by so and so, and well, I agree with almost everything he says I disagree with this point," and then you make your argument. Or I just read this brilliant post by so and so and he really made a good point when he said this and I find that to be very powerful because of this, this, and this and this.

Then you are adding more to his particular post. So you disagree with it, you add to it, or another way of looking at it is to say he's made some good points but I believe that we should think about them this way. So what you are doing is telling people how to think about the point that he just made. Because one of the things that a lot of people don't realize is that there's a huge power in telling people how to think.

A lot of people just make the point but if you come in and you say alright, he made this point now let's think about how that applies to you strategically, really powerful. Show your expertise, it takes you a step above everybody else. There's another thing to make commentary on, industry events, so and so has just launched a new product, there's a conference that has just come, so and so has just reported poor earning results, maybe somebody reported great earning results, someone's just had a disaster.

All of those things are areas you can comment on. Next are trends, especially if they are stupid or they show promise so they are on the negative end or on the top end. And so here's a great way for you not only to be controversial but also to be a futurist and people love futurists. And so in this particular case you are saying this is exactly the wrong direction we should be going. They just did something based on design when they should be basing this on reducing size and weight.

I predict that three to five years from now everybody's going to abandon that particular trend and they are going to be over here. Alright you just became a futurist. You just told the industry hey don't go and chase after that red herring because here's where the market is going, here's where it should go, here's where the possibilities are. Again, huge amount of expertise comes out of this.

Actions of major players in the industry, sort of what I just described, products they released. And by the way, you don't have to be negative, you can come out and say hey my competitor just announces new products it's very cool. But let me tell you, the reasons why I'm concerned about it, and then you talk about your area, whatever it is.

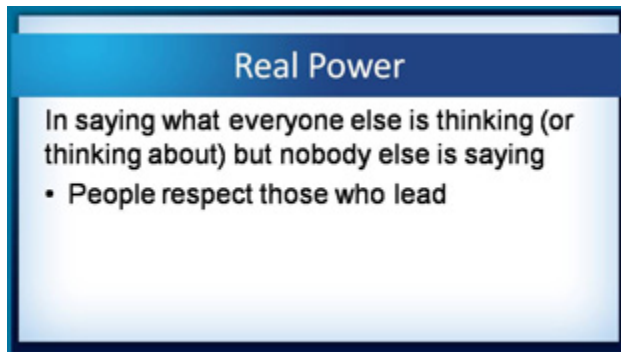
All these things are possible subject matters that I'm sure if you sat down and you took this slide and just made a list you can come up with about 50 to 100 different things you can write blog posts about, about this particular area. Now let's talk about the real power that comes from controversies and last time we talked about the real power of commentary, in this we are going to talk about the real power of controversy.

People respect other people who have strong opinions that are well thought out even if they disagree with them. Now in some areas like politics they don't necessarily respect them but in most professional kinds of things even if they disagree with you, you probably have a respect for them if they give a strong opinion and show you that their thinking is solid in that particular area. And remember, people don't hire people to do the same thing as everybody else, they want people who will make a difference and actually grow their business.

There is absolutely nothing wrong with occasionally coming out with a controversial point. Now if you are coming out with it in a negative way, there's a very, very different way of doing that and that is I suggest you come out with a controversial point. You come up with not negatively but here's another way of thinking of this. And so you are not ripping on people you are talking about hey, they did a great

job but they left out this or they made a great point but they should have or they did a great point and you should do this.

All those controversial things can become a very powerful way for you to grow your business and your traffic. There's also real power in perspective, I talked about being a futurist but people want to see that you are more than just a doer they want to see that you are a thinker too. So if you show them real perspectives, about what is going on in the marketplace that's huge in the expertise business. There's also real power in saying what everyone else is thinking or thinking about but nobody else is saying.



Sometimes you have a situation where everybody is thinking the same thought but no one is willing to say it, well, maybe you should just say it.

Other times these are thoughts where everybody is maybe being bothered with something but they've never put their finger on what it is that bothers them. So perhaps you need to be the person who says that then everybody goes oh man I was thinking about the exact same thing.

Even though they've never been able to actually put it in words yet, but they feel like "oh yeah, I agree with that," and that's really, really powerful, I remember one time I was in this industry that was having a price war and I started talking in public situations about this price war and about how no one was going to win in this. I wasn't doing anything where I was doing anti-trust or anything I was simply trying to make the point that everybody was thinking - that they (we've) all dropped our price by 50% in the last year no one's left the market, perhaps no one's going to leave the market.

Everyone's thinking that its so - maybe someone should just say it. People respect those who lead and when you say what everyone else is thinking or maybe what they are thinking about, not just put in words yet, you are leading.

Next there is real power in identifying and calling out what will be big or what will be a mistake.

Real Power

In identifying and calling out what will be big or what will be a mistake

- "It's my job to figure out what you're all swearing you'll never do, that you will all be doing in a year or two" (Gary Vaynerchuck)

This is a trend that you ought to follow and get in or this is a trend you ought to avoid. I heard Gary Vaynerchuk say it's my job to figure out what you are all wearing you'll never do that you all will be doing in a year or two. That's the way he sees part of his positioning in the social media base is to say you know what, everybody needs to get on this because even though you feel like you are not going to do this right now you are going to be doing this in a year.

There really is some real power and leadership in saying this is something that is going to be big or this is something that is something that is absolutely going to be a failure, stay away from it. People respect that. Alright so those are some subject matter posts for your blog posts.

Recommendation

- Include a picture in every blog post
- Easier to read
- Makes you feel more professional
- Makes the post "pinable" on Pinterest

Now let's talk about the recommendations that will help your blog posts get better action and that is to include a picture in every blog post you publish. This makes it easier to read, it makes you feel more professional.

Where To Get Pictures

- Your own shots
- Stock photography sites
- Creative commons sites
- CANNOT just go grab something from Google Images and put it in

Think about trying to design a magazine kind of look and it makes the post pinnable on Pinterest. So where do you get pictures? Well first off the best place to get it is your own shots that you shot yourself.

A second one is to go find stock photography sites and actually pay to get some you can get them for a buck a piece. So if you are going to post 200 days a year okay \$200 bucks \$300 bucks will get you a huge library of images that you use

throughout the year then you can reuse them during the next year but it's a great way to do that.

Next is creative commons sites that have pictures, go research this, that allow you to be able to use them as long as you give them what's called attribution. That's fine but unfortunately most of the best shots all end up on the stock photography sites and so often times you are working with the second tier. And to me, I find it cheaper to go pay the \$300 and not have to spend the time crawling through a bunch of fairly bad pictures trying to get one that will work.

Best Blogs

- Use a rotating image on the home page
- Important to have pictures and size them correctly so that they can be included in the rotation

The key here is you cannot just go and grab something from Google images and put it in your shot. That's illegal, that's stealing, that will get you into trouble, you don't want to go there. The best blogs I find use a rotating image on the home page. And so you will want to have those images on your blog post so that you do that and so it's important for you to have pictures and size them correctly so that they can be included in that rotation.

Scheduling Blog Posts

- WordPress has a scheduling feature that enables you to publish in the future
- Could write all of your posts for the month on a Saturday, then set to publish throughout the month

With the StudioPress it's very easy. There's description on exactly how to do this and so that you can build that rotating image thing on the first. Recognize that you can also schedule blog posts so let's say for example that you are going on a business trip next trip. Alright and you still want to post five posts next week, okay, you can do that. WordPress has a scheduling feature that enables you to publish into the future.

Sit down write all your posts and then just schedule them to happen each day during the next week. I have a friend who makes well over \$100,000 a year writing one Saturday a month. He sits down on a Saturday, puts up a bunch of posts, schedules one for every Saturday of the month and then he plays for the rest of the month, not bad. Okay, also as you do your blogs make sure that you work to select your titles so that there will be powerful titles for you.

Select Titles

- Use keyword tool to ensure that the keywords that people are actually using to search for information on your subject are included in the title of your blog posts

Use the keyword tool to ensure that the keywords that people are actually using to search for information on your subject are included in the title of your blog post. Oftentimes I find somebody who creates a blog post title and I look at it and I say you know what if you would just spend two minutes going to the Google keyword tool and wrote it the way that other people are searching for it you would have a significantly higher level of clicks on that, so why not?

Blog Post Length

- Not too short, not too long
- Write until you're done communicating, then stop!

Now your blog post length, a lot of people say how long am I writing these things, is it 200 words or 800 words, what is it?

Well I'll just do it the way my English teacher used to say, "Don, don't make it one word too short nor one word too long. Write until you are done communicating then stop."

Personally I'd write them 500 to 800 words to a thousand words but occasionally write 250 words, occasionally write a 3,000-words. Write until you are done communicating then stop.

Social Media Posting

- Each time you publish a blog post, post to (with a link)
 - Twitter
 - Facebook
 - LinkedIn
 - Pinterest (the image)

The next step is the social media post. Every time you make a blog post, you are going to write up a short description of that particular blog post and you are going to post that particular description plus a link to Twitter to Facebook to LinkedIn status and you are going to pin the interest on Pinterest. You are going to do this most of the time, ideally each time.

But sometimes you won't want to for various reasons but most of the time you'll just post it every single day. And by the way if you use the scheduling feature make sure you don't post a link to it until after it's been scheduled, okay, just recognize that you don't want to send people to an empty page.

Purpose

- **Draws attention and traffic to your posts**
- **Builds your social media following**
- **Starts the conversation and relationship with your audience**

Your purpose in doing this is to draw attention and traffic to your post. It's going to build your social media following if they see a lot of posts about your particular area and it starts the conversation and the relationship with your audience. Just this morning I was going over my social media, working with it and had like five conversations with people who had commented on a post I made on social media.

Think Of Social Media

- **As a marketing tool**
- **Structure your posts to get people to want to click!**

That's great, because those are very directed, appropriate conversations to have on your social media about that particular topic because they are talking about the content you've already put up.

You should be thinking of social media as a marketing tool and so you are going to want to structure your posts to get people to want to click. So think of it as a headline to try to get people to click not as oh I'm just going to use this tool that automatically post to Twitter and post to Facebook everything I do, stay away from those.

Spend the extra one to two minutes to write something that's motivational not just the title of your blog post, that's actually motivational that will get people to want to click.

Alert To Email List

- Most times you publish a post, send an alert to your email list to let them know that they should come read it
- Marketing copy
- Can remind them of other past articles

Next let's look at this little section down here, the alert to your email list. So you build the opt-in box and so what you are doing here is that most of the times that you publish a post send an alert to your email list to let them know that they should come and read it.

Another short little thing, a few words that just say hey I just wrote a blog post on this and here's the URL. That's all you are doing with that, the more motivational you can make it the better off you are going to be. So this is marketing copy and you also by the way can remind them of other alright so here's this cool thing I just wrote and in addition to that, you may recall that I wrote this article and this article and this article that also add additional thoughts about widgets so then they go to those.



Those are the actions you are taking:

- you are doing regular blog posts
- you are doing social media posts
- you are sending the alerts out to your email.

And all of this generates the traffic that I told you about, that traffic then builds upon itself and so in this case you've got the traffic which is going to build more email opt ins, which is going to send you more traffic, it's going to get you opportunities which are going to send you more traffic and all that is going to give you more reputation.

Video

- Very important part of creating an expert image in the marketplace
- Don't hold back on everything else because of lack of video, but get video figured out!

Next let's focus on video here for just a moment. And so recognize that in this entire process I saved this to the last because I don't want everybody to oh, I can't do video I've got a face made for radio I don't want to be on video or anything else like that. But I do want you to recognize that the process of creating and publishing video is a very important part of creating an expert positioning image in the marketplace. And if you do it you will drastically speed up the amount of time that it takes for you to be seen as an expert in the marketplace.

Video

- As part of writing your blog posts, turn on a video camera and make your point again to the camera
- Can use screen capture video if you wish, but some should be live action

There is just something about video that has a huge power to do that. And so I will say to you don't hold back in doing everything else in this because of lack of video, but get your video figured out and start doing it on a regular basis. So don't hold back because you are not doing it but don't not do it, get that out there because it is so important and it's such a powerful way to get an expert positioning in the marketplace.

Now let me just tell you a really, really easy way to do video. Here's what I recommend. Write your blog post and when you get done, turn on a video camera and just restate in your own words the points you just made in your blog post to the camera. So you can use a webcam, you can use a cheap little Kodak ZIA kind of camera or a play touch, you can use whatever it is that works for you. You are not trying to get high quality and great lighting and great sound and everything here, what you are trying to do is get content out there.

When you get done writing a blog post, just turn on the camera and re-say it again in your own words. Now you can also use screen capture video like what you are seeing here on this screen right here, you are not seeing my face here, you are just seeing a PowerPoint that I'm clicking through and walking through. So you can go get Camtasia or ScreenFlow and just do that and put it together.

YouTube

- Once you finish, upload to YouTube
- Embed that video into your blog post

If you do that, I do suggest that at least some of your posts be live action, they see you and begin to trust you. Now once you get these videos done, you post them up to YouTube, so you upload them up to YouTube and then as part of uploading into YouTube, there's an Embed feature that comes with that which enables you to take that video and embed it in your blog post. So publish to YouTube, take the embed thing, put it into your blog post.

Here's your blog post that talks about blue widgets and then there's a video embedded in that that also talks about blue widgets. It's not the exact same words, you are not just reading the text into it but there's a supporting video that also talks about it, significant increase in expertise there. The result of doing this, you have more traffic to both your YouTube channel and to your blog, you get another social media opportunity later on.

Result

- More traffic to both your YouTube channel and to your blog
- Another social media opportunity (later on)
- Greater expert positioning

You are going to post people a link to your blog post, but then later on maybe have another hey come here and watch this video on YouTube about this particular subject. So you are getting another way of getting attention to it that draws attention and puts it out there on the social media and it also gives you greater expert positioning.

That's the system. It's easy, it's inexpensive and it has a really good speed of results.

I do want to give you a caution. This is not going to happen overnight. You are not going to be suddenly seen as a world expert on this particular subject in a week or a month. I suggest you give this at least a 6 to 12 month commitment where you say I'm going to do everything I can to get this expert positioning for six to twelve months. I'm going to post every single day to my blog or I'm going to post three times a week or I'm going to post every single day and three times a week, I'm going to make a short video, whatever it is make a commitment so that you can be able to achieve this expert positioning in the marketplace.

So that you can be able to get the additional income that you want so that you can be able to walk away from the man and not hold a job and be able to actually have

a viable ongoing expert based business that can propel you for years into the future.

Let me just end by giving you one more layer on top of this and that is, there are other steps as you do these things that can kick you even to a higher level.

The first one is guest blogging, where you are going out to other blogs in your space and you are writing articles specifically for them that they post on their blog, which they can get you their audience into your blog. You are going to hold some webinars so go invest in a webinar tool. They are quite inexpensive and periodically about once a month or so hold a webinar where you talk about key trends in the industry and you answer some people's questions.

You may not have that many people come on to them but record the webinar and put the webinar replay up on your site and put it up on YouTube. All these things will contribute to your expert positioning. Next, apply to speak at conferences so there's lots of industry conferences out there that are always looking for speakers as you get more and more of an expertise go ahead and let people know that you are interested in speaking.

Go out and start doing that, that will get your face in front of the industry, your opinions in front of the industry and every time you go speak, if you do a good job, you'll get people coming to your website opting in and following you on social media as a result. You also may want to start writing for industry magazines and blogs, most industry magazines aren't going to pay you anything but that's great attention and everybody recognizes when you write for those.

Finally be active on the industry of forums both the forums that are out there and you may actually have a forum in your particular industry or it may be something where you are participating in a LinkedIn forum or a Facebook forum on that particular subject area. All of these things are things that kick your expert positioning to a higher level.

Go back –

standing out on the beach with kids pouring water on our feet and burying kids in the sand, those people are six to 12 months away from being seen as one of the worldwide experts on their particular area and all you have to do is blog, make some videos, post to social media, tell your opt-in list about it. And all of that builds like a snowball rolling down a mountain becoming bigger and bigger until in the end it explodes with incredible power on the entire industry, giving you a future that you simply don't have right now.

This works. I strongly recommend you consider doing it, no matter what it is that you do you need to reposition yourself as an expert in the marketplace.

This is Don Crowther just go do this stuff!