

When in Doubt . . . Ask The Expert

By

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Whenever you want to find out about anything - whether it's home decorating, pregnancy, or senior health care - you seek out the most obvious expert on the subject matter.

However, being an expert isn't something that happens overnight. In fact, most fortune 500 company executives, high-profile CEO's and even independent business owners first educated themselves in the areas they now dominate. These are individuals who learned how to position themselves "as the expert" in their respected fields. Not all of them went to Ivy League schools either to learn how to become an expert. Many educated themselves by reading books, talking to others and being passionate about that specific area of study. Having a passion for knowledge in a certain field allows people to watch and like a sponge, absorb all there is to offer.

Great—so now you're an expert, but who knows that? Without the proper branding to accompany your expertise and without letting the public know you have a unique selling proposition, they'll have no reason to choose your company over another. Therefore, marketing yourself "as the expert" is the key ingredient in actually becoming one.

Confidence, determination and knowledge will then allow the fruits of your labor to truly blossom.

Branding yourself as an expert is the only way to dominate a niche in the marketplace. Building that name recognition and label as an authority figure will open the door for consumers to flock to you in droves, relying on your recommendations and advice. There's a great saying "...who you know will get you in, but what you know will keep you in" – so get in there, learn, succeed and be the expert to inspire others to do the same.

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