

# Establish Preeminence In Your Area of Expertise

## ***Creating the Perception That You're The Only Choice Your Prospects and Customers Have to Do Business With***

Here's a simple test you can perform:

Open the Yellow Pages of your telephone book, look under heading that your business is or should be located in and randomly select a handful of businesses similar to yours. It doesn't matter whether they have large display ads, or small one-line listings. And, it doesn't matter whether they are very large companies or are small, one-person shops.

Next, call several of the numbers listed in the ads and ask for information or a quote on products or services similar to what you're selling.

Very carefully listen to the responses from the person who takes your call. See how professionally they answer, how courteous they are, and how interested they are in actually helping you get the right product or service for your needs by the questions they ask you, or if they're more interested in just giving you a quote based on the information you give them, and then getting off the phone.

You can learn a lot from this simple exercise, but a few things immediately come to mind.

1. Nearly everyone handles incoming calls the same way. They give quotes based on information provided by the caller, and don't probe to see what the real needs are.
2. Very few attempt to get the caller to meet with them, or do anything to establish a relationship with their potential client... the person who is capable of paying them a commission check.
3. There's virtually no difference between one business and another that sells similar types of products and services. They're all basically the same. And, they treat their products like they're the same as everyone else's, their service like that, and more importantly, they treat you just like everyone else.

Now, here's an important question:

**“Why should you do business with them, as opposed to anyone else who sells the same type of products, or offers the same services?”**

I know we covered this in pretty good detail in the section on developing your Unique Comparative Advantage, but here we're going to take it a step further.

As you no-doubt found out, since everyone is operating virtually the same, and there is no difference between most companies operating in the same type of business, there is a crying need for someone to step forward and establish themselves as the expert, the preeminent authority figure in your marketplace.

Once you learn how to do this, unexpected doors will open, and you'll have a flood of people begging to do business with you.

Why?

Because, they know what you found out in doing the exercise we just talked about.

People are hungry for someone knowledgeable, informed, and who is abreast of industry changes, trends and developments. They are looking for someone they can depend on to help them make good, informed, accurate, and cost-saving decisions. And, they aren't getting it from the majority of companies or businesses they have to choose from.

That's why there are so many large, expensive ads in the

Yellow Pages, and why the average insurance agent, for example, only earns \$34,800 per year, working in an occupation that has the capability of paying them more money than just about any other profession, business or industry that you can name.

## **Press Releases Can Be A Powerful Tool in Establishing Preeminence**

Establishing yourself as the preeminent expert is not difficult at all. One of the easiest ways is by submitting Press Releases to the news media to announce changes in the industry or things that you're doing in your own business.

A Press Release is a simple one-page document that describes a significant event or happening. It's told from a point of interest to the consumer and contains a quote from you, the expert. Its main purpose is to inform the public about a certain event, and to arouse their interest in you, so they'll want more information.

When writing a Press Release, there is an accepted format that the news media recognizes, and you should not deviate from this format.

When writing a Press Release, be sure to keep your content informative and pertinent to your intended audience, and not self-promoting.

The press will not run anything that appears to be an advertisement in disguise. Press Releases can be distributed to magazines, newspapers, newsletters, or even sent out as a direct mail piece to your prospects and customers to let them know of new industry developments, product changes or improvements, or staff additions to your operation.

If you would like more information on how to use this powerful tool, you can contact our office.

Another way to establish yourself as an expert is by publishing books, articles or Special Reports. If you're like most other business owners, managers, or entrepreneurs, you most likely have a myriad of industry-related articles that cross your desk on a regular basis. Industry magazines and newsletters have good, informative articles, as does your local newspaper and the internet.

These articles can be rewritten and formatted into chapters of a book, a stand alone article, or a Special Report, and distributed to your prospects and customers to keep them abreast of changes, products or procedures they need to be aware of.

When these types of articles appear as you as the author, it helps establish you as a credible person... one who takes their business seriously... one who is interested in their customers and helping them gain from knowledge they might not otherwise have if it had not been for you.

When you consider that very few other businesses offer this kind of service or expertise, it makes you stand apart and above all your competition.

If you don't know how to write well, or are not comfortable doing it, you can contact your local high school, Jr. College, or college journalism department and contract a student to do the research and write a few articles on the topics of your choosing.

Students are always looking for ways to earn extra cash, and if they can do it within the subject they are studying, they'll often do it for a class assignment, or for very little money.

For some types of businesses, seminars are another way to establish credibility as an expert. If seminars or workshops fits your business but you don't want to put one on by yourself, you can team up with someone in another related, but non-competing business and put on a joint seminar where you split costs, and each of you discuss your own areas of expertise.

Radio talk shows are always looking for guests to interview. And service clubs such as Rotary, Kiwanis, Lions, Sertoma, and others need presenters to speak on a variety of subjects.

You can break into any of these markets by sending Press Releases. Just remember, Press Releases are very much like any other form of advertising. You can't send just one and expect great results. It often takes several mailings to get a foot in the door, or an interview. But, the results can be worth it.

Whatever you do, don't overlook these ways of establishing yourself as the preemptive expert in your field and marketing arena. Doing so, can give you a real competitive edge, and can make you tons of money.

On the next page is a template you can use to create your own Press Release.

For Immediate Release

For further information contact:

Your Name – Phone Number

## **Bold Headline That Grabs The Reader's Attention And Makes Them Want To Continue Reading**

In the first two or three sentences of the body copy, tell your entire story in summary form. Don't get wordy or cute. This is not the place to spell out all the details. When an editor reads this section, they should be compelled to learn more.

The next section should state your credentials – what makes you qualified to talk about this particular subject. You may include a quote or two that positions you as an expert, or someone who is knowledgeable, and someone your intended audience should want to listen to.

Next, is your call to action. People want to be told what to do next. What is it that you want your audience to do as a result of reading this Press Release? You should have a very definitive plan, and structure the content to lead them to take a certain action. This is not the place to sell, or to make a pitch for your product, service, company or business. It is, however, the place to let your audience know how to obtain more information, if they're interested.

Your Press Release should only be one double-spaced page. At the end of your Press Release, close with three “#” characters like demonstrated below. This lets the editor know they have reached the end.

# # #

**If You're an Executive, Expert, Coach, Consultant,  
or the Owner of a Business in a Competitive Market  
- Someone Who Wants to Take the Lead, Stand Out, and  
Get Noticed, Then You've Come to the Right Place...**

I'll help you discover what makes you unique, craft your marketing message & marketing plan, create a recognizable brand, and help you design and produce all the tools and products you'll need to position yourself as an authority in your market and dramatically boost your income.

Most businesses, consultants, coaches, and professionals rely only on advertising to build their business. The problem is, all advertising is just that - advertising. It is the *advertiser* talking about *himself*. Prospects are skeptical or suspicious. BUT - when other people talk about, recommend, or endorse your products or services, an incredibly powerful thing happens... you become the obvious choice.

If you've been to all the seminars, read all the books, listened to the audio programs and know what you need to do but just can't seem to get it done, done right, or soon enough then I have your solution.

I can help you:

- Establish yourself as an Authority
- Build your Credibility
- Position yourself within your market
- Stand out - and get noticed.
- Get clients and prospects coming to *you*
- *Double or triple your current income.*

If you're ready to get started, or want to find out more, just give me a call at: **(435) 467-2187** or send me an email and we'll schedule a time to talk. You can tell me where you want to be, and what you want to accomplish, and I'll tell you what it will take to make it happen - and if I'm the right person to help you.

Also, a downloadable version of my eBook, "***Finding Your Own Uniqueness***" is yours free, as a thank-you for visiting my website. It shows you how to discover what it is that makes you unique and sets you apart from anyone else. It is 27 pages plus 6 worksheets.

[Click here](#) to learn more about it and download.

I look forward to talking to you.

Best regards,

A handwritten signature in blue ink, appearing to read 'Dane W. Shakespear', with a long horizontal flourish extending to the right.

**Dane W. Shakespear**

Marketing & Publicity Strategist

[www.daneshakespear.com](http://www.daneshakespear.com)