

## How to Write Like and Expert

### Improve Your Expert Status

You are heading off to your networking meeting, the one that you have been looking forward to all week. As you drive to the meeting you start to think about how to present yourself as an expert -- as an authority on your topic.

Then you become distracted.

You start to think of all the products and services you offer. You start to think about all the potential target markets you could appeal to.

You become confused.

How should you talk about yourself? Which target market is the best?

Think about what you are doing. You are not helping your cause.

Let's pretend that you are going on a hiking trip.

Think about what you might pack if you were going on this trip. Would you pack all your shoes or just the ones needed for the hiking trip?

What about your shirts and pants. Would you bring them all or a representation of them all or only the specific clothing needed for the hiking trip

Would you bring your skis and your scuba gear?

How about packing your Christmas Tree ornaments?

You may now be thinking that no one would be silly enough to pack their scuba gear or Christmas Ornaments to go on a hiking trip but do you do pack too much baggage when you head off to your networking meeting?

If you are sitting down to write an article do you try to pack too much into it?

Do you try to pack too much into your PowerPoint presentations?

Just as you could over pack for the trip you can over pack for the networking meeting, your article or your PowerPoint presentation.

Many people trying to present themselves as experts do exactly that. They over pack. This does not help their expert status. Experts tend to focus and then dive deep into the material to add significant value on a specific topic.

## **Over Packing is a Major Barrier to the Expert**

Let's look a bit more closely at a would-be-expert's PowerPoint presentation.

The would-be-expert has selected a topic.

Made some slides.

The would-be-expert has full paragraphs of text and far too many points on each slide. The would-be-expert is over packing. The would-be-expert begins the presentation and starts to go over each point one by one.

The audience's eyes glaze over.

Someone in the back row yawns.

A few people start to doze. One person is snoring.

No one comes to talk with the would-be-expert afterwards.

The would-be-expert is never asked back to present again.

The same can happen when the would-be-expert writes an article or attend a networking event.

The would-be-experts fill their articles with so much 'stuff' that you as a reader can't focus on one thing.

While the article (like the PowerPoint presentation) may look nice and filled with content it is also working against portraying you as an expert in your field.

To create a impression of expertise, you need to focus and to be specific.

## **What's Does This Mean?**

Let's say you want to write or present on the topic of Marketing for Business Experts.

**What are the possible specific and focus-topics you could write or present? Here are some ideas:**

- How to use direct contact and follow up
- How to use promotional events to gain clients
- Public Speaking For Experts
- Goal Setting for Sales & Marketing
- Key elements of a 30-second introduction
- How to work a room.
- Tips for Building Alliances

The would-be-expert might dump all of these into the baggage and not be streamlined or focused on anything.

The would-be-expert might try to cover all these items in one article or PowerPoint presentation. The would-be-expert would lose the audience and would not be viewed as an expert.

## **What Would the Expert Do?**

The expert knows better. The expert writer would be focused and specific with both the audience and the topic.

The expert presented would present on a concise topic and add great value to that one specific subject.

I once attended a presentation by a person that was defined as an expert networker. She presented the topic of How to Work a Room. It took her 30 minutes. There was about 15 minutes of Q&A. Her presentation was focused and she added a great amount of detail. She remained focused while conducting the Q&A and did not allow a question to get off track.

She presented herself as an expert and I feel that the audience viewed her as an expert. (She was also well paid for the 45 minutes I learned later.)

It is better for you, in your approach to presenting yourself as an expert, and also for the audience for you to be focused and to cover the specific topic with a great deal of high-value content.

## **Expert Writing – An Example**

Let's pick a general topic.

- Networking and Referral Building

Now, let's pick some specific topics within the general topic.

- Networking by Attending Meeting and Seminars
- Identifying Referral Partners
- How to Exchange Materials with Referral Partners
- Great Networking Lunch or Coffee Topics
- Conducting a Referral Building Office Meeting
- Networking by Serving on Committees
- Constructing a 30-Second Networking Introduction
- Networking by Volunteering
- How to Get the Most Out of Your Networking Group.
- Three Big Mistakes To Avoid When Networking

When we are going to write as an Expert we need to dig deep.

Each of the specific topics could be a specific article. Each specific article helps to present you as an expert because it would not have general information and would not be over packed with generalities.

Each article would be specific with their own curiosities and possibilities.

Each article gives you the chance to conduct specific research and to present a specific topic in a concise and expert way.

### **Advice Tip**

If you want to learn more about how to market yourself as an expert consider signing up for the free introductory course on ***Marketing Amateur To Marketing Genius***. This intro is designed with the expert in mind. It assumes that you are an expert but still need some development on how to present yourself as one and how to market your knowledge and expertise.

A link to sign up for this course is at:

[www.Global-Reach-Learning-Center.com](http://www.Global-Reach-Learning-Center.com)

## **So why bother to write like an expert?**

Writing like an expert means that you are an expert. By being perceived as an expert you get more people to talk with you, more people to return your calls. More people will call you.

You will be better positioned to get paid for your expertise and you will therefore positioning yourself to earn to your potential.

Also, being specific allows you to be specific in both your topic and in your target audience. Speaking to the right audience in the right way is essential to boosting sales.

As an expert writer, it's far easier to focus on the material you're going to write about. It's much easier to do the research for the article.

And that's not all.

**The reader finds it easier to focus and consume your information – this is the advantage of the expert!**

Because you are now no longer the would-be-expert but rather the true and focused expert your topic is more relevant, more important, and more practical.

You also put your writing or presentation in a new category in people's minds. It is now more memorable as it is focused and presented by a perceived expert.

This approach only moves you higher up on the expert scale. With each expert article or expert presentation you move higher and higher.

**So what's an expert to do?**

If you want customers to look forward to what you write -- and buy into your products and services, dump the 'Christmas Ornaments the skis and the scuba gear.'

Focus on a specific topic.

Expert status will be yours!