

Showcase Your Expertise

Your Credibility and Experience is the Key to a Growing Business



Showcase Your Expertise Workbook

STEP 1 – FREE DOWNLOAD

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Introduction: Your Credibility and Experience is the Key to a Growing Business

Think about the last time you hired a contractor, either for your business or to do something around your home. Did you look for the lowest price, or did you look for someone with experience? Did you check the contractor's references, or just take his word at face value?

You likely have heard the old adage, "you get what you pay for," and usually, when you hire someone simply based on the lowest price, you'll get someone who's not as experienced as the higher-priced contractor. Lack of experience can lead to mistakes, and sometimes they are costly. And let's face it, not everybody is as honest as you are, so if you're not checking references, you might get scammed.

What's the lesson here? Successful businesses stay afloat when they gain years of experience and build their credibility with their audience. These business owners learn from their own mistakes, adjust the way they do business when something doesn't work, and are willing to share their knowledge with their clients prior to being hired.

Customers will flock to businesses with a good track record and good customer reviews. It stands to reason that an influx of customers means hiring more team members and making more sales, thereby creating a growing business.

Now let's put **YOU** into this equation. You should always charge what you're worth because if you undercut your competition, that will bring in the tire kickers. These are customers who aren't loyal and they *may* still ask you for an even further discount. This is not the audience base that will allow your business to grow.

Your expertise should be shown both on and offline. **Never be afraid to market yourself** because you can't control the search engine rankings and you don't want to depend on 'hope' marketing. That's a very passive way to run your business; HOPING that people will find you. Be visible online and offline, be vocal, tell people what you do, share your experiences, offer advice. THIS will build your credibility and you will gain more visibility, thereby gaining new followers and potential new clients.

No matter what stage of business you're in today, whether you just opened your doors or have had a string of clients for years, **today is the day to concentrate on building your credibility and sharing your expertise with the world.** This is no time to be a wallflower, especially if you have big dreams of growing your team, hitting a certain income milestone, selling a certain number of products, or booking a guest appearance on City Line.

So, be proud of your success and plan on sharing it with your audience.

Step ONE: Identify Your Zone of Genius.

How do you want to be perceived: as a Jill-of-All-Trades who helps everyone under the sun and offers generic, one-size-fits-all solutions? Or as a specialist who has experience in a certain field with customized advice and proven results?

You should want the latter.

While it's tempting to want to help everyone and you may think this is the best way to reach your income goals, being a Jill-of-All-Trades will not build your credibility and will spread your time and experience too thin. It's virtually impossible to know everything about everything, and doing hours and hours of research on multiple topics isn't cost effective. **Just accepting clients to fill your calendar or sales quota is a disservice to your customers and to yourself.**

However, when you are a specialist in your chosen field, your credibility increases and you can identify your target market and joint venture partners more easily. As a specialist, you already have years of work experience. You enjoy the field, so you'll want to stay up-to-date on the latest news and technology. You may even publish a book or produce a signature product or program, thereby increasing your revenue, your reach, and your name recognition.

Based on your extensive experience, you may also hear from media contacts for interviews or quotes for a news story. Media exposure leads to even bigger reach, name recognition, and possibly more revenue than you had before.

Yes, it's much better to be known as a specialist.

Think of it this way. Albert Einstein was an undisputed genius in physics and math. Based on the fact that he was constantly questioning and doing research, if anybody ever had a question about physics, no doubt they would be told to, "Go ask Albert." He was the go-to person of his time.

Could Einstein answer questions about music, writing, or other sciences? Probably, but his passion was for physics; it's what brought him to life every day, and it's what possessed him to continue doing research in his spare time after college. It's what earned him the Nobel Prize in 1921. His specialty in physics is what earned him a place in history to this day.

Aim to be a specialist.

How do you choose your specialty or niche? Start off by asking yourself a few simple questions about your passions and your education, what you like and dislike, and what topic could you talk about all day long. Also acknowledge the work that you're currently doing and analyze if you enjoy it or if you need a change.

Exercise: Identify your zone of genius.

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| What Type of Work Tasks Do I Enjoy? |
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| What are My Passions? |
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| My Educational Background. |
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| Do I Need Continuing Education? What Kind? |
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