

A woman with dark hair pulled back, wearing a white pinstriped blazer, stands with her arms crossed against a grey background. The text is overlaid on the lower half of the image.

# Be The Expert

*How To Market Your  
Services To Become The  
Authority In Your Field*

**Priva Florence Shah**

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# How To Become An Expert

Are you frustrated with not being taken seriously as a coach, consultant or service provider?

Are you looking for ways to make people sit up and see you as the "go-to" person in your industry?

Becoming an expert in your chosen field is the best way to create the maximum amount of success in your business.

As a service provider or a consultant, you may be greatly appreciated by your clients or colleagues, but if you do not position yourself as an expert, you're wasting time trying to get an edge over your competitors.

Becoming the leading authority in your field can help you do that.

## **Why becoming an expert is so important**

People want to learn from an expert. Or else, why would anyone come to you? As an expert, you can grow your brand in the eyes of your customers.

In every domain, there are people trying to get into business and make money from sales. But the top authorities in their field are the best examples of the experts that you want to be like.

They've studied their topic in detail, created results for their clients, and have done whatever it took in order to achieve success.

No matter what industry you're in, you need to position yourself as an expert and learn everything you need to create results for your clients before you can expect to be successful.

People will look at you as a trusted resource with the right expertise to help them out and provide the solutions they need. In your industry, as long as you know people who need your help, you can achieve long term success.

An expert is somebody who can easily turn readers into sales because of the trust and authority they have established in the eyes of their customers.

The hard part is actually establishing yourself as an expert and this book will explain the steps to get there.

Here are some essential steps to reaching expert status:

## **Develop your knowledge base**

You cannot become an expert at anything you do not know or understand. In other words, you must gain expertise over your subject by studying it.

And this does not involve getting a degree or diploma. As Jim Rohn famously noted, “Formal education will make you a living; self-education will make you a fortune.”

Grow your knowledge as best as you possibly can. Take an online course or do an internship to get real-world experience.

The more you educate yourself, the more you’ll be able to authentically promote yourself as the leading authority.

## **Build your online branding platform**

If you have a service to offer and someone goes to Google looking for what you have, then Google wants them to find you.

So make sure you have a significant digital footprint and an excellent online brand. Create a fast-loading, mobile-friendly and search engine-friendly website that attracts clients like a magnet and keeps them engaged.

Invest the time and effort to build a great website to present to potential clients. If you don't know how to build your own website, you can **hire someone to build it for you** or learn how to do it yourself.

In my **21 Days To A World-Class Personal Branding Platform** course, you'll get a step-by-step road map to take you from no digital footprint at all to a well-established online presence.

You also need to engage with your potential clients via social networks, post consistently and offer useful advice to help them solve their problems.

Grow your website traffic and promote it with blogging, SEO and paid advertising.

## **Speak in public**

Public speaking in your industry forums and in general forums and conferences will also show others that you know exactly what you're doing.



Anybody who does public speaking automatically demonstrates expert status to others in their field.

Learning how to be an expert in any industry takes time and hard work. You need to make sure that you spend several weeks to months learning about your industry.

Once you know what you need to know, build your online presence and start doing some public speaking.

Then you'll start to be recognized as an expert in the industry, and people will look at you as a trusted resource to turn to when they need the services you offer.

# Give Away Services to Win Clients

The first challenge to getting new clients is getting them to trust you with their business and their money. It's not an easy challenge to overcome.

That's why the technique I'm going to share with you in this article WORKS, and works well. What I'm suggesting is.... working for FREE (cue big gasp of horror from the audience).

Why work for free? Well it makes sense. Many companies offer a free consultation where the client can ask questions and you can explain your process. You need to stand out from the crowd and win the business.

Here are two reasons why offering a free consultation or demonstration of your services works:

## **It eliminates the risk factor**

Business is risky from all sides of the fence. It's risky for you and it's risky for the person doing the hiring. They'll be trusting you to work for them and get results.

They'll be taking their valuable time and money to invest in your services and they want to choose wisely. You help them not waste their time by proving yourself before they ever pay a penny.

## **It builds the relationship**

Working well together is all about building a good relationship. It's really hard to do great work for someone who doesn't like you and vice-versa. If you offer a small sample of your work you create an instant relationship positive and they like you already! That's a great start.

Before I get the fifth degree from some die-hard service providers I'll admit that this technique of getting new clients is risky. You just need to be smart about what you're doing and you'll eliminate a large part of the risk.

You've probably heard the saying “Why buy the milk when you can get the cow for free?”.

Yes, some unscrupulous clients may go around getting freebies and never be willing to pay, it's true. That's why it's your responsibility to do your research and hand-pick the clients you want to work with.

That's right. Don't just take any ol' Billy-Bob who comes to hire your services. Make sure they're the kind of person you want to work with, the kind of person you'll love to work with and who you can create a rewarding relationship with.

When I used this technique for my own business I went to online marketers who I already had a relationship with and whose business models I greatly admired. This allowed me to know exactly who I was going to be working with.

It also gave me the added bonus of learning what they did in their own businesses to make them a great success.

If you're thinking that giving a sample of your work away for free might be a good idea for you, here's a bit of a game plan:

- Offer a small sample of your work, a consultation of one to three hours would be good.
- Offer the work no-strings attached, they'll hire you if you're needed.
- Only offer to people who are interested in hiring and who need the help (research).
- Do an amazing job.
- Ask for referrals and/or testimonials in exchange for your free work.

Finally, this isn't a technique to do all the time. It's one you will use for a hand-picked group of highly sought after employers or clients. Try it once and see what happens.

You really only need one good high-profile client who loves your work to get great referrals for a long time coming.

# Advertise Your Business

There's nothing new about advertising your business to get leads and sales, it's been around since the beginning of business. If you have something to offer it's your duty to tell people about it so that they know you exist, plain and simple.

What is new is how we advertise. There's offline and online. There's QR codes and social media. So how do you choose?

Unfortunately there's no simple answer here. Your end-goal with advertising is a high ROI (return on investment). How much you can afford to spend on advertising is going to be unique to every single person, business and budget.

Take some time to really consider and brainstorm where you'll find your target market. These potential places to advertise a business may help:

## Offline Advertising:

- Local offices of related businesses. (bookkeepers, real estate agents, etc.)
- Local coffee shops or Wi-fi hotspots that have boards or card-holders.
- Chamber of Commerce meetings.
- Meetup.com business groups.

## Online Advertising:

- Advertising on relevant websites. (marketing advice, business topics, etc.)
- Listings on sites that offer RFP (request for proposal services)
- Online directories.
- Special offers on membership sites that allow member offers.
- Facebook and Google advertising to your specific demographic.

My advice to you when going after business is to be aggressive.

Don't sit back and expect things to just flow to you.

You need to grab yourself by the collar (tricky, I know), pull yourself up and use all the energy you have to get your business moving.



It's a challenge to get the momentum going but once you do it will be greatly worth it. People can feel a business in momentum.

It will shine through in your advertising, your graphics, your content and pretty much everything you do. You don't get momentum through one ad.

Tracking is very important, however. I want to be very clear that I'm not suggesting you just throw out payment after payment without any idea how it's working.

Technology these days gives you no excuse not to know what the return on your investment really is. Watch what's making you money and keep doing it, drop what isn't.

In the end you don't need a whole lot of clients to make good money as a well-paid service provider or consultant. Get yourself out there, get that first client and then make a plan to get more.

There are many people in need of your help and it's your duty to put your business in front of them.

# Network Offline for your Business

Many online service providers are introverts. They start their business because they like the idea of being at home and not having to deal with the regular commute and social aspect of going into work every day.

They also like the freedom that working from their home computer brings. It doesn't always occur to them that the BEST place to find great clients to work with is not behind the computer screen.

You see, trusting a service provider to help them with their business is a very big deal to your potential clients. They are literally putting their business and life in your hands sometimes.

For example, what if a business whose main source of income hires you to do updates and you have all the passwords that could wipe out their web presence... I would say that's a little scary, wouldn't you?

Now, not every situation is as drastic as that but the point is you have to have trust. In reality, text and phone calls can never, ever build more trust than a good old face-to-face meeting.

That's where offline networking becomes very important to finding great clients for your business.

First, you'll need some materials ready:

## **A great business card**

I know this is pretty obvious but have you checked your cards lately? Are they up to date?

Do they best reflect your services? Would a total newbie understand what you do?

## **An opening dialogue**

I personally don't like the 'elevator speech' thing but I do think it's important to know what you're going to say when someone asks you what you do for a living.

Preparing ahead of time is great but sometimes you just need to test this out until you hit the right thing. If you say your dialogue and your listener's eyes glaze over it's time to try something else. Keep track and pick the best.

Next, you need to get yourself out there. There are so many places you can go to build relationships that will lead to business. A good tip is to not go out with the mindset that you're taking on a new client tonight (or else).

After all, you don't ask someone to sleep with you on the first date, do you? You need to build trust and like the person, whether you're doing business or dating them.

So, you're better off thinking about the people you meet as potential referrers who can send business your way. That will take the pressure off them (and yourself) while allowing you to share what you do with authenticity.

If they need your services you'll find out and they may even tell you because you're not being one of those pushy salespeople!

Where can you go to network? Like I said the ideas are plenty, here are some suggestions:

- Go to Meetup.com and look for relevant business groups or interest groups that are in the market you serve.
- Find out about industry seminars, conferences and events that you can get out to.
- Join local business groups like the Chamber of Commerce, BNI and Toastmasters.
- Go into local businesses and see if you can add a business card to their advertisement board.
- Go into local businesses and leave them a business card with a little info on what you can do for them.
- Donate a service package to local auctions or other events as it suits.

It's not always about getting the client in the beginning. You need to get known in your area as the person to go to when the help you offer is needed. That won't happen from behind the screen.

People want to refer people that they know and trust, so you've got to get yourself out there if you want local business.

You'll find, even if you are an introvert, that getting out on your own terms will still offer you the freedom you wanted when you started your business.

# Finding Clients For Your Business Online

You started your business because you love the idea of working online whenever suits you, without having to dress up and work in a cubicle.

Good for you! It's a great business and it's very rewarding. Your first challenge in this business, however, is going to be finding clients.

Finding clients online is a great way to build your business. It should be using in combination with finding clients offline for best results, but you can still get good results using a few methods that we'll discuss in this book.

First of all, you need to prepare your business before you go looking for clients online. Here's what you'll need:



## A well-designed website

Telling people to hire you simply won't be enough.

You'll need to have a website up that sells people on your services and why they should hire you. You need to stand out from the crowd and relay that you know your stuff.

So make sure you have a significant online brand, with a fast-loading, mobile-friendly and search engine-friendly website that attracts clients like a magnet and keeps them engaged.

Take the time and effort to build a great website to present to potential clients.

If you don't know how to build your own website, **take a course** or **hire someone to build it for you**... it's that important.

## **A client process.**

What if you find someone who wants to hire you? Do you know what to do next?

Make sure you plan out a process of how you will accept and retain clients once they are interested in your services.

It would be a very good idea to write this process out to hand over to your new clients so they know exactly what to expect as they start working with you (clients love that).

Once you're ready for clients you now need to get out there and hustle. Here are some places online to look for new clients:

### **Email**

Don't underestimate the power of writing a personal email to any and all contacts you have.

You can ask them if they need to hire your services and/or if they know anyone who would like to hire you.

Depending on your relationship it may be best to ask them if they know anyone first and they may end up replying that they actually need your help instead.

## **Social Media**

Social media is definitely the buzz word these days in online marketing.

It is a place where you can find clients but it's got to be your 'thing'. If you're not into social media then social media won't be into you.

It's a flow, almost like someone who is the life of the party...if you're not like that then there's no point forcing it. There are many other ways to find clients and build your business.

## **Advertising**

There are so many ways you can get your business in front of a large amounts of traffic if you use advertising.

Find websites that are highly respected, authoritative and that are not loaded with spammy-looking ads.

## **Online Forums**

Online forums are not dead. In fact, some niche topics have forums that are still extremely active.

My recommendation is to pick a couple of paid forum membership sites that are active and build long-term relationships there.

There are a number of forums and websites that you can join. It's a good idea to be a part of these and build relationships with other service providers.

Service providers and consultants often refer each other or work together when a client has a need that one can't fill. Use this to your advantage.

There you have a few ideas to get you started with marketing your business online.

Remember it's all about a constant flow of marketing in order to get the right clients finding their way to you.

Think of it as an ongoing process, always be marketing and over time you'll see the rewards for your efforts.

# Get Listed On Search Engines

Here's the search engine scoop: They want to help real people find what they are looking for. If you have a service to offer and someone goes to Google looking for what you have, then Google wants them to find you.

Getting found in the search engines doesn't have to involve complicated algorithms, mathematical calculations or hours and hours of keyword research per article.

You can get found in the search engines for highly relevant keyword terms with natural SEO that allows your visitors to get the experience they are looking for.

I hope that puts you at ease a bit. I know when I talk SEO sometimes people tune out totally. They think it's too complicated and don't even want to bother trying.

Here are three reasons why getting listed in the search engines is worth the effort:

1. You can find highly motivated clients because they are seeking you out.
2. You will be seen as an expert because they found YOU.
3. You can get traffic and clients for years to come based on efforts you do once (with some updates to keep it fresh).

Your next question is probably going to be how to you optimize your website for the search engines.

I did mention natural search engine optimization and I want you to think along those lines. What you want to do is make sure you create a lot of very useful content that answers your client's pain points.

You'll also want to include the following details on your website:

- Where you're located so you can get local traffic.
- What software programs you work with so you get people looking for help in those programs.
- What type of client you work with so that they can find you to work with them.
- Any specific processes you use so when someone searches for that they can find you.

The more well-researched content you add to your website the more likely you will get found for topics that relate to your business.

It's always a good idea to do keyword research so you're certain that the words you are using to describe your services are the same words a potential client would use to look for your services.

This can be done by using a number of free online tools that actually give you statistics of how many people search for certain words in a day.

This is good information to know so that you can be sure you're not targeting something that no one is looking for. Just go to Google and type 'free keyword search tool' and you'll find a few good ones.



If you're not sure how to lay this out or where to include the content here are some of the most common places to include important keywords that will get you found:

- In the website title.
- In the page URLs.
- In content headings.
- In your page titles.
- In categories and tags if you are blogging.
- In image names.
- In image alt tags.
- In internal links.
- In bolded content.
- In regular content.

Now like I mentioned before, don't go all crazy and put your targeted keywords into every place mentioned above as many times as you can.

That would be considered trying to game the system and generally isn't considered natural by Google. You want this to flow naturally while keeping the above list in mind as you go.

# Blog Your Way to Expert Status

Today millions of people around the world know all about blogs and blogging.

They can tell you that it is a site where a group or an individual posts articles, facts or opinion about any topic that interests them.

You can find blogs on almost any topic. So, why do businesses and individuals start a blog to create expert status? Well, there are few reasons why:

## Credibility

By publishing on a blog on regular basis on articles of interest to your target audience, you can establish yourself and your business as an expert in your niche.

## Visibility

If you are in online marketing, a blog can create online visibility that can help you in generate quality leads taking your business to the next level within days.

## **Branding**

Blogs can help you in branding your company name and products in a cost effective way.

Once your blog is up and running, you're ready to go. However, you will have to do some serious marketing to boost traffic to your blog.

## **SEO Benefits**

Every page that you publish on your website gets indexed by big search engines. The more pages that are indexed, the greater the chances of you're being found in a search.

It is easy to SEO each blog as you can place main keywords in the title, sub-title or body of your blog.

Aside from that, once you follow SEO rules in title and meta-description, you can rank on the top of search engine results pages.

Once your blog starts getting quality backlinks from other websites, it can also rank high on the search engines.

## **More Traffic**

Once your blog gets an expert status, you will benefit from more authority, leading to more traffic and much higher rankings.

It's a never ending cycle that can take to you to the top within months. It is always best to blog from your own website and not from a free website such as blogspot or wordpress.com.

## **Content Syndication**

You can enhance the visibility of your blog, and build traffic by sharing the link on various social media sites and also republishing content on authoritative sites like Quora and Medium.

## **Relationship Building**

You can solve the pain points of your prospects and customers on your blog. You can directly interact with them through your blog, recognize their problems and suggest solutions.

## Build Trust

Blogging also helps you build trust with your customers as they'll consider your blog as a valuable source of information when they need answers to their problems.

You'll come across as a reliable and customer-oriented expert who cares about their customers.

As you generate more quality articles on your blog, your subscription rate will explode resulting in more prospects, leads and customers and eventually leading to more sales.

As regards to blogging, quality is important, but more blogging does create more opportunities for links and traffic.

Statistics from Hubspot show companies that blog 20 to 25 times in a month get 4 times more leads than those who don't blog at all.

Long-form content (over 2000 words) also ranks better than short-form content, so it's better to publish 4 comprehensive articles of over 2000 words a month than 8 to 10 articles of 500 to 800 words a month.

Blogging is the best way to qualify as a renowned expert who is customer-focused and cares for their client's problems.

Now is the time to create expert status through your blog so you can move ahead of your competition and take your business to the next level.

Get access to my **Free How To Blog 101 Course and WordPress Setup Step-By-Step Videos** that will show you how to get your blog up and running in a weekend.

# Write Articles For Authoritative Publications

Writing articles for authoritative publications such as Forbes and Entrepreneur.com (or niche publications read by your target audience) is beneficial to any business.

It helps to build your brand and boost your visibility online and can help you communicate your brand within the organization and to readers online.

Here are some of the benefits of writing for authoritative publications:

## Create a Brand Online

One way you can get to create a brand online is through article syndication. You can syndicate articles from your blog to publications such as Business2 Community.



Many businesses are in fact adopting articles syndication because it is less costly and more so a cost effective way to build a brand. It also offers you amazing returns on your investment.

## **Create Authority as an Expert**

Ideally, the more you write, the more the likelihood that your articles will be chosen and republished as content on other popular websites.

The more your articles are syndicated, the more these articles help to boost your name and reputation. This helps to spread your message across the internet and boost your status in your industry.

## **Boosts Credibility**

Syndication also helps to boost the credibility of your organization. Customers will have a reason to trust you over your competitors.

Your expert status is tied to all the articles you publish on these authoritative websites.

## **Creates Visibility**

The more syndicated articles you have, the more visibility your business will get.

These articles create the perfect doorway for customers from different parts of the globe to access your website.

## **Greater Backlinks & Search Engine Rankings**

Article syndication results in a great boost in backlinks to your website. This then ensures that your brand gets found by search engines and potential customers base and increases your popularity. This can also boost your leads and sales.

Establish your brand online today through articles syndication. Marketing your organization cannot get simpler than this.

**[Click here if you need online branding services.](#)**

# Publish an Email Newsletter

Did you know that you can publish an email newsletter to create expert status in your industry? In fact, email newsletters are one of the most effective ways to nurture a list via email marketing.

Email newsletters are also more effective than regular email marketing messages. You can send press releases, company announcements, special offers, sales and product launches to your clients.

Most clients find promotional messages obnoxious. You stand a better chance of expanding your client base and eventually market share through mixed content in your email newsletters.

Your clients are likely to read your email messages more if they contain useful tips on how to solve problems they face in their business, reviews guiding them on what products have worked for you, not merely promotional messages asking them to buy stuff.

Email newsletters also make it possible for current and potential clients to benefit from your expertise and your tips on a regular basis, keeping you and your business at the top of their mind when they need your products or services. This creates expert status for your brand and boosts sales.

Email newsletters are not all text. You can introduce the client to featured stories and even video in your newsletter, and then provide them with a link where they can read the story at leisure.

Before you start your own newsletter, subscribe to other popular newsletters in your industry and learn their business practices.

In order to be successful in reaching your clients, you have to choose the most appropriate category for your email newsletter.

It does not have to be perfect when you start it. You can add improvements along the way.

But you do have to publish regularly and consistently – whether you choose to do it daily, weekly, every other week or every month, so that your readers know what to expect from you.

For email newsletter delivery systems we recommend using a professional mailing service and getting your newsletter and graphics designed by a professional graphic designer so that it exudes professionalism.

When used properly, your email newsletter can be a powerful tool in building your brand and reputation as a reliable and authoritative source of information and create expert status with your clients and peers.

**[Click here for free courses to help you do that.](#)**

# Grow Your Social Media Presence

Since you're a person trying to gain expert status, a social media presence is important to help you communicate with your potential customers.

One of the best ways to achieve expert-like status is simply by creating a significant social media presence.

Social media is one of the best places to categorize yourself as a real expert. Social networking sites like Facebook, Twitter, Instagram, LinkedIn, and Pinterest are the most popular, and growing your social media presence here will boost your visibility.

## How Your Social Media Presence Can Help You Achieve Expert Status

Trying to grow your social media presence can be tough at first, but consider the fact that there over a billion people on Facebook.

This is good because you can advertise to that many people, but it is bad as well considering that many of your competitors are also trying to grow their social media visibility.

To grow your social media presence properly, you need to get active as much as possible on social networks. The more active you are the better. If you don't have the time for this, consider outsourcing it to a professional.

## **Add Friends In Your Industry**

If you are able to, consider talking to other people who are in the same industry. You may not think this is a good idea, but if you know when and how to approach a fellow expert, you can achieve success.

For example, Mike Geary was a popular fitness trainer for years, and Craig Ballantyne was just a beginning fitness trainer.

He asked Mike for help, and Mike allowed Craig to create a guest post on his blog. This allowed him to also be categorized as an expert in the fitness industry from Mike's followers.

This is how it should work for you. Somebody may just help you and even invite you to special events, interview you, tweet about you, or talk about you in his next status update.

## **Use Facebook Ads**

Facebook ads can be targeted according to geography and demographics. Use them to build a fan base of people interested in what you have to offer and likely to avail of your services. Make sure that your ads are targeted to the right people who may need your expert-like help.

Use the ads to talk about who you are and what you have to offer. If you have something extraordinary to show, make sure that your Facebook ads talk about that, and then have your target audience click on the ad.



Through a series of social media promotions, you can get known as a top expert in your field. Many people just need the right connections, and once you meet the right clients you can serve, your expertise will start to shine.

A social media presence can help you because of the fact that you can connect with everybody through a simple message. You can follow other experts and even add others as friends.

Learn more about establishing a Facebook presence in my **21 Days To A World-Class Personal Branding Platform Course**.

## **Marketing with Twitter**

Twitter is one of the best broadcast mediums online and if you manage to build a large base of loyal Twitter fans, you can get a lot of engagement and retweets for your services. Here are some tips for maximizing the power of Twitter to achieve expert status.

If you want to become a power tweeter, start analyzing for yourself what's really working on Twitter. Don't be afraid to be original and try things your peers haven't clued on to, yet.

Tweet daily and consistently. Be sincere. Don't just tweet for the sake of tweeting. Find a core group of real Twitter buddies. Carry on real conversations -- and don't worry that your "fans" won't understand your cryptic utterances. It's proof you really do interact with those on the "inside" of your personal circle.

Acknowledge and answer people who tweet directly "@" you. Use their Twitter call signs to respond (and so you can track the conversation, if you need to). Don't acknowledge abusive or rude tweets. Make notes. Keep track of what works well, and what garnered zero response.

## Marketing with LinkedIn

If you want to showcase yourself as an expert and get more customers for your services, you simply must get active on LinkedIn. It serves as an unofficial Business Directory -- a sort of "Who's Who" in the business world.

Making sure you have a Profile on LinkedIn should be viewed as a business essential -- like having a business card. People automatically check LinkedIn to see if you have a "valid" presence. If you're not on LinkedIn, your trustworthiness goes down in the eyes of potential clients.

Here are some tips to leverage your expert status on LinkedIn. Write a short summary that focuses on you only inasmuch as it relates to what you can offer potential clients, followers, subscribers and employers.

People read content with the attitude: "What's in it for ME?" Don't forget to optimize your "Summary" section by adding appropriate keywords for SEO.

Be selective about contacts. People who don't really understand how LinkedIn works or people with totally unrelated interests can really drag down your status and clutter your feeds, so don't feel guilty about deciding not to add them to your connections.

Ask for recommendations from former clients. Don't be shy -- everyone does it and it's expected.

You can create a higher interaction rate simply by making sure you join groups aligned to your business mission and interests.

This is a quick way to let LinkedIn members know your areas of special interest and become part of your desired community -- but be sure to participate in discussions, acknowledge comments on your posts or comment on others' posts.

Another effective way to set yourself up quickly as an authority voice is to republish your blog posts on LinkedIn. You can use LinkedIn publishing to help you boost your own "expert" authority status.

Learn more about using LinkedIn and other social media sites in my **21 Days To A World-Class Personal Branding Platform Course**.

## **Marketing With Pinterest**

If females in their twenties and thirties are your target, then Pinterest had better be in your marketing arsenal.

Pinterest is a visual search engine that is taking off in leaps and bounds, but it doesn't work quite like other social networks you may already be familiar with.

Pinterest is based solely around pictures and "pinning". With the picture, users get to add a link for more information. Are you beginning to see how this can work for your business?

Essentially what you need to do is create pictures that are eye catching and attention grabbing (and of course relate to your topic) and pin them. When you pin them you link back to your site and thus get traffic and a whole new surge of customers.

And the best part is that other users can “repin” your images to their own boards which will expand your reach even further (think of it like Facebook's share option).

The more users share or repin your picture the more marketing you get done for just a few moments work.

You can learn all about using Pinterest in my **Free Pinterest Training Course for Bloggers**.

# Sell Information Products

Have you ever noticed that the most popular authors, especially in the business niche, have coaching programs or services that deliver what their books teach?

That's not by accident! Most authors don't make a lot of money on their books - they make it on the upsell to their program that happens AFTER the initial product is delivered.

Unless you're a bestselling author, you should think of books as simply a branding tool, a lead-magnet to build a list or an expensive business card.

This is why creating your own information products, like books and courses, is a very good way to sell your services.

In this **Free Audio on Becoming a Published Author** you'll get 12 insights into writing, promoting, and launching a book.

Now I'm not suggesting you author a book (though you could if you wanted to!).

What I'm suggesting is that you use the digital world to sell information that will attract your target market.

This will do many things for your business including:

## **Attract potential clients by positioning you as the go-to expert.**

Your clients want someone with experience and status in the industry. When you put out products you are elevating your status from a 'worker' to a 'creator'.

The simple act of creating a product gleans admiration from those who would like to do the same and puts you in the position of being a sought-after resource.

You're no longer the freelancer begging for work, you're the information marketer who's taking on select clientele. See the difference?



## **Attract potential partners who will be interested in promoting you.**

If you set up your information products properly you can allow other people to earn money for helping you make sales.

This is called an affiliate program and if you create a quality product you can be certain affiliates will be interested in promoting it for you.

Not only can these partners help you make some nice income through your product sales, but they will refer potential clients to you and helping you build your business.

You may want to also offer a referral fee for client packages too, in order to entice them to send you people.

## **Educate your potential clients on your way of delivering their services.**

Potential clients don't always know what they want to hire you for or how they should deliver the information you need to get the work done properly. This is where creating an information product can be really helpful for you and the client.

Sell them a product that teaches them what they need to know to outsource like a rock-star. For example, you might be a website designer who has a course teaching people how to design websites.

You might think that crazy at first and worry that you'll never get any clients but many people then decide it's too much work to do on their own and they want to hire me.

The huge bonus is that they now understand exactly what it takes and you can breeze through the design process with very few bumps in the road.

I would highly encourage you to consider creating your own products. Writing and [publishing an eBook on Amazon Kindle](#) is one of the simplest and quickest ways to do that.

Kindle self-publishing is the fastest way for independent authors to get their voice out and build a brand as an author.

Not only will they help you attract potential clients to your business, they will also start a stream of residual income that doesn't rely on a dollars for hours situation.

Learn how to write and publish a book in this [step-by-step guide to becoming an author on Amazon Kindle](#). It's always a good idea to diversify and maximize your income streams.

# Speak at Events

You might be surprised to learn that there are quite a few opportunities for you to speak at events, even if you're not a professional speaker.

Now, if the thought of standing up in a room full of people scares the hell out of you then this might not be for you. Or it might? Just read on with an open mind and see what you think.

The whole point of speaking at an event is to share your expertise and to get exposure to potential clients. If you can speak keeping in mind the benefit you bring to your clients, you can do this.

You can also host your own teleseminars, hold a virtual conference or offer webinars for potential clients and customers from the comfort of your home office. No standing in front of a room of strangers, or picturing anyone naked to break the nerves.

Start small and get some exposure for your business. Plan a presentation and share a few points. Study good presentation practices and develop your style.

Even if you never planned on being a public speaker it's a really good way to stretch your limits and get some business.

What kind of events can you speak at?

- Online conferences
- Podcast interviews
- One-off teleseminars
- Demo webinars
- Recorded interviews

If you're brave you can also do offline events:

- Conferences
- Presentations to business associations
- Workshops
- Meetup groups

Getting the word out about your business is work. It takes effort and presenting your experience and ideas is a good way to do it. You'll have to decide if it's a good way for you to build your business.

Start with an interview or a small group, see how it works for you and go from there. Remember, the audience is on your side and they want you to succeed!

# Get Interviewed in the Media

Media interviews where you're asked to answer questions about your background, experience, expertise in the industry, and how you can help others, are a great way to gain an expert status in your field.

Usually they are all very basic questions, but they can help you gain a great deal of attention from news websites or blogs. You can share links to these interviews with visitors on your website or social network to showcase your expert status even more.

Whether they come in a form of a print or video interview, they're an amazing way to get third-party endorsement.

## How to Get Media Interviews to Create Expert Status

### Create buzz about yourself

Anything you can offer that would create a buzz could lead you to becoming an expert in your field or industry.

You really need to create something like a product or service that can cause others to talk about you.

For example, Rebecca Black of YouTube fame posted a really annoying singing video of her song "Friday."

Her annoying song caused an uproar on YouTube and in the music industry. You don't have to work to attain notoriety, but the same principle works with you in your business.

If you can get an authoritative blogger to talk about you, often by simply asking, you could gain a lot of media attention online.

Rebecca Black's story began with one person talking about her and spread word-of-mouth to millions of fans and haters.

## **Create Press Releases**

Press Releases can be sent out by both ordinary people writing about themselves and professional writers who are writing about others.



The best way to create the kind of buzz you want to attract is by sending out a press release on your own.

You can send out a press release by writing it yourself or get a professional writer to write about your newsworthy achievements.

Download a **free press release template** that you can use for any industry.

Talk about something newsworthy and tie it in to something you are doing or offering. If what you're trying to accomplish is outrageous, or can be implied as such, it will soon attract plenty of media interviews.

## **Contact journalists personally**

Contacting journalists in your industry both online and offline can give you the chance to showcase who you are.

Send them your media kit, expertise, along with press releases or books that you have published.

Journalists are always looking for experts they can quote in articles and will contact you if you let them know that you are willing to be quoted as an expert in your industry.

This is one way to access the right connections and get an interview that will get you a good amount of publicity.

Many business people have used media interviews as a way to showcase their expertise.

One guy who created an online program teaching girls how to turn their guys into their Prince Charming was called as a guest on Rachel's Ray show.

Once there, he was able to showcase his expertise on his sales page online.

Even if you do not receive such high acclaim and accolades, you could still get a good video or print interview that proves helpful in boosting your reputation as an expert.

# Guest Blogging To Attract Clients

I publish some popular blogs and I often get requests for guest posts.

As the blog owner I like having guest bloggers because it allows me to get out great content without having to spend the time writing it myself.

Now I tell you this because I think you may be a little worried about approaching potential popular bloggers with an idea about a guest blog post.

But if you contact the right blogger with the right topic, you have a very good chance of getting accepted with open arms.

Here are some suggestions on how to write your guest blog post so that you attract potential clients. Let's start with some tips to get your guest blog post accepted:

## **Know who you're asking**

Finding blogs to guest post on can't be done by random cold-calling (or cold-emailing). You've got to know who you are contacting and how you will be an asset to them.

That's why it's best if you approach blogs you read that are written by people you follow online and understand.

Do that and bloggers will be much more open to readers than total strangers who all of a sudden found their blog because they want something (exposure). That's not to say the latter won't work, but start with those you know and love first.

## **Make it original**

Don't send over content you've already written. Write something original for the blog you're sending it to and when possible make it really relevant. Again this is where knowing the blogger becomes a big help.

## **Edit, Edit, Edit. Oh, and spell check!**

Sometimes we're in a hurry and forget to edit our stuff, I get it.

Don't do that when you send it to someone who's going to be pretty critical of what you have to offer. Now don't let this scare you off.

A good blogger reasonable will tell you of any edits they'd like to see, but you need to do your best editing before you send it over. Of course make sure you spell check too, this is not the time to send sloppy work (no time is, but especially not now).

## **Build a relationship with the blogger**

It helps to build a relationship with the blogger you're sending content to. One way to do this is to tastefully compliment them on something you're impressed by. Another idea is to promote a product or website of theirs in your blog post (or mention it).

Those tips will help you get your blog post accepted. Now what should you write about to gain new clients from the post?

- Explain why they need a service you provide.
- Explain how to do a service you provide (without giving it all away).
- Explain the results they will get from a service you provide.
- Case study results you've gotten from a service you provide.

Again it's all about showcasing your expertise in order to prove to potential clients that you can help them.

This will be different for every but the one thing that remains the same is that potential clients want to know how you can get them results or free up their time.

Make sure it's clear how you can help in your blog post and you'll have a good chance of securing a new client or two from your guest blogging efforts.

# Get Referral Clients

It should come as no surprise to you that referrals are one of the top ways that most and service providers get new clients. Just thinking about how we live our daily lives gives us real examples of this in action.

If you want to have Chinese food but are new in town you will probably ask your neighbors the best place to go. Or if you need a new dentist you probably won't just pick one from Google, you'll likely ask around first.

Of course, there are always online reviews to give you information about a restaurant or service, but people like to know that someone else has used that service and are happy with it, and they like it to be someone they already know and trust. That is the power of referrals.

So how do you start building your business on referrals? Well quite simply, you must ask for them.

Now some clients will start referring you naturally, but others may not be so quick to do so. One reason some clients won't refer you out is because they're afraid you'll get too busy to serve them.

In order to calm their fears you should have a plan in place should you get too busy and share that with your clients so they never worry about losing your services to a newer client.

## **Partner With a Provider or Consultant**

One way to avoid getting overbooked is to partner up with another service provider or consultant. You can both share overflow work as it comes up, so that you never have a client waiting too long.

This can work really well if you have a good arrangement and can actually be of great benefit to the client as well, because they know they have a backup ready should anything happen to you.

## **Asking a Client For Referrals**

When asking your clients for referrals you may want to sweeten the deal by offering some sort of reward for sending you new clients.



This could be in the form of a percentage of the services you provide, a one-time finders fee, or an offer of a free services (ie. One hour of time per client they send).

Motivate them to tell others about your services and you're likely to get more referrals.

## **Finding Related Service Providers**

If you provide transcription services, for example, you'd be smart to team up with a provider who specializes in podcasting. You can both refer the services of the other and expand your businesses through the partnership.

Find other businesses or service providers who you could get referrals from and find a way to make it beneficial to them. You'll probably be pleased with the results.

Getting referrals is a matter of creating relationships and building trust. Some of the best clients come from referrals and are the easiest sales because you don't have to convince them to use your service.

Don't ignore this highly beneficial way to build your clientele and you just may find yourself booked up much sooner than you expected.

# Work With Other Service Providers

There was a time when people would never consider partnering with their 'competition', that was just crazy-speak!

With the ability of the internet to interconnect people and create so many opportunities some people now refer people who do similar business to you as 'co-opetition'.

Cooperating with other service providers to help build your business is smart marketing. The truth is not every client is going to want to work with you, and you are not going to want to work with every client.

There could be many reasons for this including a mismatch of skills to needs, a disconnect in working habits or maybe a difference of opinion in how things should be done. No matter the reason, you simply can't work with everyone.

What you can do is work with a team of consultants of varying skills that as a collaborative have more power than any one individual. Your weaknesses and strengths combined will be stronger than one service provider on her own.

Not to mention how much you will learn by working with other service providers, especially if you are new to the field.

Here are a few ways to work with and benefit from relationships with other service providers:

## **Sub-Contracting**

Some service providers work solo, others work as a large team. A multi- service provider team usually starts as a single consultant who then decides to expand.

They get too busy to handle all the work on their own (or simply don't want to) and decide to hire on other service providers to grow their business. This is where you come in. You are called a sub-contracting service provider.

Generally when you do sub-contracting as a service provider you work with the client but you get paid by the multi-service provider company who hired you.

## **Complimentary Services**

Another way to work with service providers is to set up a group where you have a number of complimentary services.

This is different from the sub-contracting model because you all work independently and refer off to others when it's not your skill-set.

No matter how you do it, working with other service providers to build your businesses side by side can be a profitable venture.

Always be open to the opportunities around you and you'll start seeing more of them available than you can ever have time for. Then show those clients how well you can get the job done while continuing to build your thriving practice.

I wish you all the best in your efforts to build a long-term,  
sustainable business as an expert in your field!

# Resource Cheat Sheet

Below is a list of related resources to help you promote your business online and boost your income.

## Ad & Affiliate Networks

Ad networks allow you to earn money by from ads or links on your blog. Here are some ad networks and affiliate program networks to monetize your blog.

### **MageNet**

A monetization platform with an anti-fraud system that lets website owners earn ~\$50+ /day by placing contextual ads on their sites.

### **Adsy**

A content marketing platform that takes communication between marketers and website owners to a whole new level.

### **Infolinks**

Views and clicks count towards your earnings. When visitors engage with your ads, you earn.

### **Propeller Ads**

A full and self-service advertising network.

### **GainRock**

Bundles reliable and income-generating programs for you to get an extra profit.

### **Shareasale**

Plenty of affiliate programs in every niche.



# Advanced Blogging Courses

## Making Sense of Sponsored Posts

If you're not earning money through sponsored posts, then you are leaving money on the table. In my experience, sponsored posts are the easiest way to make money blogging – even easier and more lucrative than ads. In this course, there are 5 modules and over 20 lessons that go through everything when it comes to sponsored posts.

## Sponsored Posts Contract Template For Your Business

The only lawyer approved contract template you need to easily collaborate with brands to produce sponsored content (blog posts, social media posts or video) to build lasting relationships. This contract template includes all the terms you need to protect yourself legally and financially.

Often, bloggers will work for days to write a sponsored blog post and not get paid by the brand or face confusion over how payment will be received. Without this legally binding contract, you're out of luck if the brand decides to NOT pay you for your sponsored work on time or forgets to pay you at all.

## **Pinterest Traffic Avalanche**

By far, the BEST Pinterest course on the market! A solution for beginner bloggers to drive 10,000 – 100,000+ free monthly visitors to your blog – on autopilot.

## **Insights + Stats for Pinterest Mini-Course**

Google Analytics can be intimidating. Kristie Hill makes it easier to understand your Pinterest traffic so that you can make the most of those page views. The Insights + Stats for Pinterest Mini-Course is an upgraded experience to [Kristie Hill's Free Pinterest dashboard](#). It's a great course for those that just need help understanding and optimizing for their traffic from Pinterest.

## **Make Money Blogging for Beginners**

Take your blog from \$0 to \$1,000 a month with free traffic and affiliate-marketing strategies.

## **Six-Figure Blogger**

The formula for making six figures from your blog with digital products and services, without being scammy or spending thousands on over-priced courses.

## **Superstar Blogging Travel Media School**

Enter the lucrative and glamorous world of travel blogging.

Superstar Blogging is a multifaceted school teaching you all aspects of running an online travel website.

## Food Blogger Pro

Lindsay and Bjork Ostrom show you how to start and grow your food blog. Get access to a library of over 300 easy-to-understand videos made for beginner to intermediate food bloggers. Download the free ebook, [7 Essential Tools You Need to Shoot Your Own Recipe Videos](#).

## Blogging Tools & Resources

### Grammarly's Grammar Check

Grammarly is my favourite automated grammar editing tool that checks for 250+ types of common and advanced English grammar rules. If you use Chrome, [install the Grammarly Chrome extension](#) and get started using this tool now.

## Legal Bundle For Blogs & Websites

Free legal policies online are deficient, not drafted by a real attorney and don't offer you the complete legal protection and peace of mind you deserve.

You know the legal pages on your website are VERY important and required by law but you have no idea where to start.

This is the only legal bundle you need to comply with the law + protect your blog and online business legally. It includes **ALL 3 Legal Templates** you need to complete the legal pages on your website within minutes!

## SocialOomph

I use SocialOomph's advanced post scheduling to send out repeat posts on social media and boost my engagement, and it has increased my engagement significantly.

## Tailwind App

Pinterest's approved scheduler and complete Pinterest and Instagram marketing toolkit for bloggers and small businesses. Schedule posts, discover content, monitor conversations, amplify your reach, and measure results. Best of all, you get access to **Tailwind Tribes**, which can really take your content viral.

## Jetpack

**I use Jetpack to boost security and speed up my WordPress websites.** It prevents unwanted intrusions with effective brute force attack protection, malware scanning, and spam filtering.

Improve your site speed and take control of your SEO with Jetpack's site accelerator. Keep full, real-time backups of your WordPress site and content with no storage limits.

## **Tasty Pins**

Tasty Pins is a WordPress plugin that allows you to optimize your blog's images for Pinterest, SEO, and screen readers. It allows you to create descriptions for your images that will perform well on Pinterest search.

## **Schema Pro**

Schema markup can give you more visibility in Google search results. Creating a schema markup is no longer a task! With a simple click and select interface, you can set up markup in minutes.

## **WooCommerce**

WooCommerce is now the most popular eCommerce platform on the web and the most customizable eCommerce platform for building your online business.

## Convertkit

This awesome email management service offers so many customizations for subscription forms and makes it so easy to build your list, even if you have no technical skills. There's very little I don't love about this email provider.

Two alternatives to Convertkit are:

- **Aweber**
- **Getresponse**

## Thrive Architect

Turn your ideas into pages with the fastest, truly visual WordPress page builder. Thrive Architect is not the only visual editor for WordPress, but it's the only one that is laser focused on business websites, built by DIY entrepreneurs.



## Adobe Creative Cloud

Creative Cloud gives you the world's best apps and services for video, design, photography, and the web. Build modern, responsive web pages with or without coding. Design and prototype for websites, mobile apps, and the next generation of experiences — from voice-powered devices to wearables.

## Animoto

Create videos in 3 easy steps. Animoto's drag-and-drop video maker makes it easy to create impressive videos with music in minutes. No video editing experience needed.

## Wave Video

Wave Video is a free-forever online video maker. Create branded video content with the largest 300-million stock video and image library. Change the aspect ratio of your video to 30+ popular sizes, optimized for every social platform. Square, vertical, landscape, Instagram Stories, or even Facebook cover video.

## Teachable: Create & Sell Your Online Course

A free online course can be one of the best lead-magnets. Start now and turn your knowledge into a profitable online course.

Teachable is the platform I use for my own online school, [Naaree Academy](#).

# WordPress Blog Design & Troubleshooting

## Fiverr

One of my favourite websites to hire freelancers to help me tweak and fix my WordPress blog. I have used them many times, to design logos, speed up my WordPress install, take care of SSL issues and even fix my blog.

## 99 Designs

The best place to find and hire talented designers to grow your business. Get a custom design you'll love with this global creative platform. Get the perfect logo design – or any design in over 90 categories, whatever your business need or budget.

# Outsource Your SEO & Content

## SEO Reseller

Outsource your SEO, SEM, Web Design, Social Media, Link Building and more.

## LinksManagement

A link-building services provider with 8+ years of experience in bringing clients' sites to #1 on SERPs. Every backlink undergoes an extensive review so to fully comply with the requirements of their quality system.

## SEOClerks

You can buy cheap SEO and link-building services on this website. Because they are cheap, you need to be careful of the quality of links and services you are buying. For SEO, cheaper is not always better.

## WordClerks

Get all sorts of content written cheaply. Because they are cheap, you need to be careful of the quality of content you are buying. You'll find gigs for a bunch of other services too.

# Online Security & Privacy Tools

## AVG Ultimate

If you work online, you need a robust antivirus and internet security system. I've been using AVG products for years, including AVG Internet Security. This all-in-one, top-shelf antivirus and tune-up combo encompass all the AVG products in one package.

It comes with unlimited installs for all your personal devices.

**Ransomware Protection**, enhanced firewall and AI-based real-time threat detection and removal shield your Smartphone against malware and thieves.

This all-in-one tuning suite automatically speeds up your PC, cleans up junk data, gives you better battery life, keeps your essentials always up to date and fixes small issues before they become real problems.

## AVG Secure VPN for Windows

Antivirus software protects your devices, but not your internet connection, and you should **never use a free VPN service**. A VPN secures your connection on free Wi-Fi so you can even transfer money safely. AVG Secure VPN uses the most trusted and widely used VPN protocol available, OpenVPN for your Windows device.

## Roboform

I have been using Roboform as my password manager for many years, and I love it. According to researchers, most of the popular and widely used Windows-based password managers such as Dashlane, LastPass, 1Password, and KeePass contain security flaws.

Roboform Anywhere allows you to use the password manager anywhere you travel through a Google Chrome extension. **Click here to download the installation file.**

# Free Marketing Resources

## Free Personal Branding Worksheet

Download a free personal branding worksheet and write a personal brand statement and create a personal branding identity that reflects your personal brand values.

## Free Online Course Creation Checklist

Download my Free Online Course Creation Checklist and learn what goes into creating and promoting an online course. Get online course creation tips to make your courses engaging, effective, and transformational for your students.

## Free Audio: Become a Published Author

Get 12 insights into writing, promoting, and launching a book. Get easy-to-follow writing tips for beginners that will take you through the steps to writing a book and make a fortune on Amazon Kindle.

## **Free Facebook Ads Webinar**

I love Kevin David's training webinars! In this free training, he shows us how to earn consistent predictable income from a little-known Facebook ads loophole using the 'Bridge' technique without any marketing experience, technical skill, or money to get started.

## **Free Training: Digital Course Secrets**

Find out how to turn what you already know into income using a loophole to profit from a "hidden" \$355-million-dollar-per-day industry. And NO, you don't have to be an expert, have a business, or have any experience creating digital courses.



## **Free EBook: The Complete Guide to Email Marketing**

Who says email marketing has to be complicated? With so many parts and pieces, plans and strategies, it's hard to know where to start and what really matters most. That's why **Convertkit** wrote the book on it. This free eBook has its best practices, advice, and some advanced strategies.

## **Free Workshop: 3 Steps to a Successful Online Business**

Join Isa Adney at **Convertkit** for a step-by-step action plan to earn a living online inspired by real creators making it happen every day. You'll leave this workshop with a step-by-step action plan to earn a living online inspired by real creators making it happen every day.

## **Free Program: Instagram Secrets**

Learn the secrets and strategies of the biggest influencers on how to build and monetize a large audience on Instagram. You'll learn strategies and get solid ideas on how to build, grow, and monetize your Instagram account for personal or business use.

## **Free Instagram 101 Webinar**

Thinking about adding Instagram to your digital marketing strategy? Check out this free Instagram 101 Webinar from Tailwind's resident Instagram Expert, Rebekah Radice. She'll teach you everything you need to know about how you too can become an Instagram Master.

## **Free Mass Traffic & Conversions Masterclass**

Vick Strizheus is teaching a Mass Traffic & Conversions Masterclass based on his world-class, traffic generation program that teaches you how to get unlimited amounts of laser-targeted traffic to any website, any promotion, any company, anytime, virtually on-demand.

## **Free Training: How to Crack the Code to #1 Amazon Best Seller Rankings**

In this free training class for authors and publishers, you'll learn how to get your book to #1 bestseller status on Amazon and beyond. On the webinar, you'll get free lifetime access to the world's most accurate [Amazon Book Sales Calculator](#).

## **Free Mini-Course: How to Build Landing Pages in Record Time**

In this Rapid Landing Page Building mini-course, you'll discover how to create a list building an opt-in page in less than 11 minutes and 17 seconds, the 8 elements you need to create a persuasive sales page and the 4 practical steps that ensure your landing pages (and with them, your business) grow more effective over time.

A close-up, slightly blurred image of a spiral-bound notebook. The metal spiral binding is on the left side, and the pages are a light cream color. The notebook is open, and the text is written on one of the pages.

# 21 Days To A World-Class Personal Branding Platform

When you have a personal brand, you become irreplaceable! Your personal brand tells everybody about your unique characteristics and positions you in their mind, just like a product or service.

Whether you sell consulting services, books, courses, training programs, or affiliate products (or all of them), everything in this course is focused around doing the following:

- ✓ Building your personal branding website
- ✓ Creating a sales funnel to capture and nurture leads
- ✓ Boosting your visibility and reach online
- ✓ Selling your products or services to your readers and subscribers

In my 21-Day Step-By-Step Game Plan to Build a World-Class Personal Branding Platform, I give you a STEP-BY-STEP ROAD MAP to take you from no digital footprint at all to a well-established online presence.

[Click here to access it](#)