



Four Ways to Position Yourself as an Expert

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You have a wealth of knowledge about your industry and about how you can help your prospects. Indeed, you are an expert, but does your target market consider you one?

Positioning yourself as the expert on a topic for a specific audience is a powerful marketing tool. It gives you instant credibility and establishes trust with your target market. To position yourself as an expert, you have two options: 1) Hire a PR firm to help have the media recognize you as an expert; or 2) Take steps to position yourself as an expert on your own. If you chose option two, here four strategies you can implement to take control and begin positioning yourself as an expert, all on your own.

1. **Host a radio show**

Most live, call-in financial talk shows hosted by financial advisors are actually paid programming. Unlike magazines and TV stations which often require “paid advertising” or “paid programming” information to be disclosed, paid radio shows sound the same as standard programming. By purchasing an hour of airtime on a local talk-radio station each weekend, you can become a recognized financial commentator. Not only will you be generating warm leads from the show, you’ll be able to introduce yourself to prospects as the host of your radio show in addition to your position as a financial advisor.

2. **Schedule speaking engagements**

Speaking is an effective way to be seen as an expert by your target market. The best way to do this is to arrange speaking engagements with community and industry organizations that specifically cater to your ideal clients. Some organizations welcome the chance to have a special guest speaker attend their meetings as a way of varying their program. Other organizations will require you to be a sponsor before you can speak to the group. To aid in your effort to schedule speaking engagements, develop a media kit that positions you as a speaker. This kit should include a list of previous presentations, a professional bio and a list of topics to present.



3. **Write articles for publication**

Writing articles for publications is an excellent way to showcase your expertise. These publications may range from local newspapers to professional association magazines. Some publications will be pleased to have someone contribute original content, while others will ask you to advertise as part of the agreement to publish your material. Your ideal goal should be to establish an arrangement where you can contribute on a regular basis to gain exposure to the same audience consistently over a long period of time.

4. **Utilize social media**

If you are on a tight budget or don't have the connections needed to implement the other three strategies, consider starting a blog, podcast or video blog. If you consistently communicate to a specific target market using digital media and successfully promote them through social networking sites like LinkedIn, Facebook and Twitter, you will be able to create awareness of your expertise. The key with this strategy is to have a clear message, direct it to a specific audience, and promote it in a way that will enable the audience will find it.

Once you have taken steps to become the expert, capitalize on your successes to further your momentum. Include in your bio that you are "a regular contributor to Acme Magazine," "author of the popular investment blog XYZ Money Matters" or "a frequent speaker for a wide range of professional groups in the county." Post reprints of your articles and recordings of your presentations and radio shows on your website to further the exposure. Just remember, you don't need to wait for someone else to position you as the expert – you can make yourself the expert all on your own and watch how it impacts your business.

Kristen Luke is the Principal of Wealth Management Marketing, Inc., a firm dedicated to providing marketing strategies and support for Registered Investment Advisory firms. Her firm enables independent advisors the ability to market with the same quality and consistency as their larger competitors by providing the resources of an entire marketing department at a fraction of the cost of a single employee. For more information, visit <http://www.wealthmanagementmarketing.net>.

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