

Module 4: Be Known

Module 4 is about Being Known!

I want you to become an Industry leader!! By being seen as an industry leader, it will help you:

- Increase sales
- Meet potential business partners
- Become known as an expert in your field
- Charge more
- As well as stay on the cutting edge of new ideas and trends that can grow your business

But first let's talk about your expert status!

What are you an expert in?? What life experiences do you have that MAKE you an expert?! I want you to write them all down so that you can physically see them with your own eyes!

Brainstorm in the space below..... what experience, whether personal or professional, makes you an expert in your field?

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This is your action list! There are 10 action items total:

BE Visible! Are you networking? Be amongst and known by many people who will be willing to share your name

Professional Email Address

A Quality headshot (Be honest: If GMA, were to call you right NOW and offer you to come on their show and speak... I want you to look at your current profile pic you use on your website, business card, LinkedIn profile... and honestly ask yourself, *"Would I be happy to have that picture blasted out to a million potential clients?"*)

Have and USE kick butt testimonials!! (Always be asking for and always be using your testimonials.) No one can talk about your business like you can... and no one can talk about the quality and value of your business like your clients and customers....

- ❑ Ask for testimonials
- ❑ Use them on social media
- ❑ Highlight them on your website (make sure they are current and appropriate)
- ❑ Ask for LinkedIn recommendations

Always be sure your clients FEEL special

- ❑ Even if you mess up, come clean and make everything right

Be Social

- ❑ Use your social media platforms to highlight:
 - ❑ who you are
 - ❑ what you do
 - ❑ what the impact is you make for your clients ALSO
- ❑ Just BE social... always be talking about what you and what your business does

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Consistently offer to share your expertise... for FREE

- ❑ Be a contributor in your local Chamber's guide
- ❑ Offer your expertise in local print media
- ❑ Offer your content to be shared online
- ❑ Blog on your own website
- ❑ Guest blog on other's websites
- ❑ Speak for groups

Become involved in your industry's associations

- ❑ What associations are available in your industry?
- ❑ Can you offer to write or help in any capacity?

Keep your information up to date!

- ❑ Check your website
- ❑ Check your online listings with Google/Yahoo/Yelp
- ❑ Check and update your LinkedIn profile

Keep learning. Industry leaders are students of their own craft. How can you contribute to nurture and expand your learning in your own field? Is there a class or a course you can take?