



NICHE EXPERT

SECRETS

**How to Become a
“Rockstar” in Any Niche**

Niche Expert Secrets

How to Become a "Rockstar" in ANY Niche

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Introduction: YOU, a Niche Rockstar?

Think about this for a moment: **Who rakes in all the money in your niche?**

Sure, there are probably a few guys who are making a killing with affiliate marketing, CPA or even using AdSense. And these guys can sometimes fly under the radar while they pull in the big bucks.

Understand this: **If you're selling your own products, then any attempts to fly under the radar while making a fortune WON'T work.**

You either fly under the radar or you make money, but you can't do both. And that's because...

**If you're selling your own products,
then you need to get your products and
offers in front of as many people as possible.**

But there's another piece of the puzzle.

Simply getting your offers in front of people isn't enough. If you want to stop chasing breadcrumbs and start pulling in some real cash, then **you need to boost your credibility and establish yourself as an expert in your niche as well.**

Think about your own niche and you'll see it's true.

Those who are seen as experts and even "gurus" are pulling in more money in a week than the little guys make all year. And it's all about *positioning*.

**Fortunately, you too can instantly
position yourself as an expert in ANY niche.**

And that's exactly what you'll discover how to do in this book!

You'll find out:

- How to **quickly and easily get others to see you as an expert.**
- How to **blanket your niche with your name** so everyone assumes you're the "go to" guy or gal!
- How to **borrow another expert's credibility** to instantly establish yourself as an expert in ANY niche!
- How to **get prospects so impressed with you** they feel compelled to buy every product you create!

And much more! Bottom line: **You'll discover how to get more sales, customers and money simply by becoming the expert (or even the guru!) in YOUR niche!**

Let's get started...

Start Acting Like an Expert

Your first step in establishing yourself as an expert is to start acting like one. And that means **you should also project the characteristics of a confident leader.**

Consider this for a moment...

Let's suppose you went to your doctor to diagnose some unusual symptoms. And let's suppose he seemed unsure of his diagnosis.

Perhaps he kept scratching his head, changing his mind, clearly unsure about what was causing your problem. At last he tells you, "*Might be your heart. Let's schedule surgery this afternoon.*"

Tell me, what would you do?

Chances are, you'd go get a second opinion!

And that's because not very many people are willing to risk major surgery based on the opinion of someone who seems so unsure of himself.

Now, your prospects probably aren't looking to you to make life and death decisions for them.

But nonetheless, **they're looking for an expert who's also a strong leader.**

You can become the leader they're seeking by following these four simple tips:

1) Establish yourself as an authority. You don't need someone else to hang the label of "expert" or "authority" on you. You can call yourself an expert.

***TIP:** If you follow the overall strategy in this book, you won't even need to use a label... because your actions will show others that you're an expert.*

In other words, **you can position yourself as an authority/expert by branding yourself as one.**

Think about the names you assign to your business, your products and your domain name. Do they create an aura of authority and expertise around you?

For example, let's suppose you're setting up a site about Yorkshire Terriers (dogs). You could call it the "Yorkie Site." You could focus in and call it the "Yorkie Training Center." But if you wanted to establish this site as a voice of authority, you may choose a name like "Yorkie Experts" or "Official Yorkie" or "Yorkie Authority."

***TIP:** If you can't find a name that exudes authority or expertise, then use a slogan to brand yourself as an authority. More about that in the next section...*

2) Build your brand. Once you've established and perhaps branded yourself as an expert or authority in your niche, you need to work on building your brand.

That means creating a slogan that further bolsters the idea that you're an expert. It also means creating a brand identity – including a logo – that projects this same image.

Once you've created visuals to reflect your expertise, be sure to use your logo, graphics, colors and slogan on all of your sites, blogs, products, help desks, emails and more.

You want your prospects to easily recognize your brand – and you want that brand to instantly instill trust.

***TIP:** Brands are about emotions. When you project confidence and expertise, your prospects feel safe, trusting and secure with you and your products. (And that means more sales and more repeat buyers.)*

3) Project confidence. If you want to be viewed as a leader and expert, then you need to project confidence and leadership in everything you do.

This includes exuding confidence in all of your audios, videos, ebooks, reports, emails, sales letters, FAQ pages, blog posts, articles, forum posts, email communications, teleseminars, etc. Everything.

How do you exude confidence?

By figuring out your positions on issues and sticking to those positions. By determining answers to questions and sharing those answers confidently.

Think back to the doctor example. The supposed expert who can't seem to make up his mind will be pegged as wishy-washy. That's not a leader.

That's NOT an expert. And no one wants to follow an unconfident person who's unsure of his decisions and opinions.

If you don't know the answer or you haven't staked a position on the topic, then say you don't have enough information to make a decision at this time and that you'll do so later. Then leave it at that. Whatever you do, don't waiver back and forth.

4) Be professional. Being professional doesn't mean you won't make mistakes or that you can't have a sense of humor. But what it does mean is that you shouldn't be sloppy.

For example: If you put out content that has a few small errors, most people won't notice because they're focusing on your message and not the structure of your paragraphs.

But if you get sloppy and use content that is absolutely riddled with grammatical and perhaps even factual errors, then your message will get lost. And people won't trust you – they'll think that if you can't even be bothered to run a spell check, perhaps you can't be bothered

to take care of other little "details," like making sure you have your facts straight.

First impressions do count (in some niches more than others). Thus, presenting yourself as a professional usually helps (and very rarely hurts).

Quick Recap

A true expert in a niche topic won't necessarily be viewed as an expert... unless he establishes himself as one and projects confidence.

On the other hand, someone with much less expertise can be viewed as much more credible, trustworthy and even an authority on the topic – IF he projects that image.

In short, **branding an image counts**. If you want to be seen as an expert, start acting like one.

Now let's discover how you can instantly establish yourself as an expert in ANY niche... simply by closely associating yourself with other experts!

Harness the Power of Borrowed Credibility

The concept is simple: One of the most powerful ways to elevate your status in ANY niche is to **get your name associated with those who are already established and respected.**

In general, there are two ways to do that:

1) Get an expert to endorse your product. This may be as simple as giving a testimonial for your product or you may get the marketer to actively promote your product for you.

Consider this...

If you put out a book on investing and roll it out with a strong marketing plan, you could take it to the top of the bestseller charts.

Maybe.

But imagine if instead you first secured investment king Warren Buffet's testimonial and then launched your product. Now the chance of your book climbing up the bestseller charts is much more likely because you have a trusted expert endorsing your book.

Point is, **you should always seek to get testimonials from both your regular customers as well as experts in your niche.**

The testimonials from regular customers serve as compelling social proof. And those from experts help to elevate your status in the niche.

But there's another way you can benefit even more from an expert's status...

2) Create a product with one or more experts in your niche.

Getting an expert to endorse your product will do wonders for your product's credibility. But getting an expert to co-create a product will ensure that you're instantly established as a credible niche expert in your own right!

Because once you create a product with an expert, your name will be associated with that person for a very long time.

Consider this: **When you create a product with an expert, your name will show up alongside the expert's name on the product**, on the sales letter, in press releases, in blog posts and articles, on forums, on social media sites and more.

Obviously, using both the above-mentioned tactics (getting endorsements and co-creating products) should be an important part of your overall niche-domination strategy.

However, because getting an expert to co-create a product is a bit more complex than merely getting an endorsement from an expert, I'll focus on product-creation joint ventures in this section.

Here's how to do those product-creation joint ventures (JVs)...

Choosing a Project

Your first step is to decide what type of product you'd like to create. Your choices include (but are not necessarily limited to):

- Creating an ebook, report, physical book or other text product.
- **Creating an audio product such as an interview or series of interviews (teleseminars).**
- Creating an offline workshop or seminar.
- **Creating an online workshop (i.e., a webinar).**
- Creating a membership site.

Creating a membership site is one of the best ways to boost your reputation and your profits, but is often considered a daunting task.

However, [ContePass](#) makes creating and maintaining membership sites easy, so easy that you could conceivably create many membership sites in many different niches, thereby increasing your online reputation and your profits!

As you're making a decision about what type of product to create, also take into consideration whether you're doing this project with one expert or several. If you're doing it with several experts, then you can take on a bigger project (such as a weekend workshop) because every expert needs only to put in an hour or so of time.

Whatever you decide, here's the key: **You want your experts to actually do very little work.**

You don't want to ask someone to write half an ebook for you (especially if you haven't worked with that person before).

However, most people will agree to do a task that takes an hour or less of their time, such as:

- **Completing a short written interview.**
- Writing an article on their area of expertise.
- **Spending an hour on the phone doing an interview or fielding questions from teleseminar participants.**

***TIP:** If you're not sure whether your potential partner would prefer to write an article or do an interview on the phone, give him his choice. If you're doing a text product, you can interview him on the phone, record it, and then transcribe the interview. You can also offer the audio as a bonus product.*

If you're bringing several experts together for a teleseminar series, workshop or even a text product, in general you have two options:

- a) You can have every expert speak directly about his or her area of expertise. Here you'll have a group of experts addressing different topics.

So if you were creating a weight loss product, you might bring in a nutritionist to talk about diet, a personal trainer to discuss weight training, an aerobics instructor to talk about heart-healthy exercise and so on.

- b)** Alternatively, you can have every expert answer the same question from their perspective.

Continuing with the above example, you might simply ask your experts to write an article (or give a talk) about the safest, quickest way to lose weight. Because of their different perspectives, their answers will be different, which makes for an informative production.

***TIP:** If you use this format, then you may seek out topics experts who are likely to give drastically different answers. For example, if you ask a group of experts how to avoid a global recession, you're going to get greatly varying answers depending on whether the expert is an investment banker, an economist, a liberal or a conservative.*

Quick Note: Doing interviews with experts in your niche is a great way to get your name associated with the big players in the niche. But **be sure that you also get people to interview YOU** – that way, you too are viewed as one of the experts in the niche!

Finding Your Potential Partners

If you've already been dabbling in a particular niche, then you know who the big players are.

You know who're considered the experts, gurus and "first-tier" marketers in your niche.

***TIP:** While you're seeking out partners from the "top tier" of marketers and experts in your niche, don't ignore those in the second tier or below. They too have their circle of influence – and if you're currently below them in terms of sales, credibility, and recognition, they can pull you up to their level. And that makes it easier for you to break into the top tier of marketers in your niche.*

If you're brand new to the niche, then you're going to need to do a little research to determine which marketers and experts occupy the top ranks. All you have to do is:

- **Browse ClickBank.com and Amazon.com** to find out who's selling the most products.
- **Eavesdrop on niche forums, blogs and newsletters** to see who gets talked about a lot, who gets respect, who gets recommended on a regular basis.
- **Check out workshop sales pages** to see who's doing the seminar circuit as a regular speaker.

- **Enter your niche's broad keywords into Google** to see who's controlling the organic search engine traffic.
- **Find out who owns the niche's busiest and most-respected blogs and forums.**
- **Ask your prospects whose products and services they recommend** in the niche.

Once you have your list of potential experts, you need to research them to be sure that they are well-respected and honest. And that's because your name is going to be associated with this person for a long time to come.

If a potential partner has just blown into the niche himself, be cautious. Ideally, you should work with those who have long, solid histories online.

A simple Google search will generally uncover a shady past or questionable business ventures in just a few minutes.

TIP: Look for red flags such as: A potential partner who has used questionable marketing tactics; a marketer who has accusations from customers about poor customer service, not refunding or similar; a marketer who slow pays (or doesn't pay) affiliates, JV partners or freelancers; and other complaints and allegations.

Approaching Potential JV Partners

Now that you have a list of potential joint venture partners, it's time for you to start approaching them and proposing your product-creation project.

But there's a catch.

Just as you'd be very cautious about doing business with someone you don't know, your potential joint venture partners are going to be weary of doing business with you if you haven't yet:

- Proven yourself in the niche.
- Developed some name recognition.
- And/or developed a relationship with the very people you want to work with.

As such, it's helpful to divide up your potential partners into the following three categories (which are ranked in order of most desirable to least desirable):

1) Hot prospects: These are potential partners who know you very well. You've developed a friendship with them, which makes them much more likely to say yes to your request.

2) Warm prospects: These are potential partners who minimally recognize you, or perhaps you've even exchanged an email a time

or two. Since they recognize you and are familiar with your work, a level of trust already exists... which makes it easier for you to approach them about creating a product together.

3) Cold prospects: These are potential partners who've never talked to you and don't even recognize your name. This group is the hardest to persuade, as they don't want their name associated with someone they don't recognize.

Keeping track of all of the information pertaining to the "hot," "warm," and "cold" prospects can be challenging, as you need to keep track of their names, email addresses, and other important information. **[JVManager 2 Fantasos](#) can keep track of this important information and make it easy for you to contact them when the time is right to present your JV proposal to them.**

Obviously, you should aim to develop relationships with the top experts and marketers in your niche.

This may take months, maybe even longer. That's because business relationships are like your personal relationships – an encounter or two doesn't turn into instant trust.

Instead, you need to build your relationship over a period of time.

However, I realize that you're eager. You want to jump into your niche with both feet – right now – and establish yourself as an expert. And while it IS possible to persuade cold prospects, I wouldn't recommend it (as your rejection rate will likely be relatively high).

Instead, what I suggest you do is work to turn your cold prospects into warm prospects... and THEN approach them about creating a product together.

The time you put into turning your potential partners into warm prospects may take as little as a few days to a few weeks – but the payoff (the higher response rate to your JV proposal) is well worth it.

Here's how to get all the big players in your niche to recognize you, take notice of your work, and get excited about doing a JV with you:

- **Make money for the potential partner.** This is one of the best strategies you can use. When you make money for someone (perhaps by promoting their product as an affiliate), you not only force them to sit up and take notice, but you also trigger that reciprocity reflex. So while you can't expect someone to reciprocate and do a favor for you, it certainly does increase the chances that they will return the favor.

***TIP:** Naturally, sending a sale or two on occasion isn't going to catch the marketer's eye. But send them a boatload of sales in a very short time (such as in a 24-hour period), and you can bet they'll sit up and take notice.*

- **Participate on busy forums.** Most of the big players in your niche monitor the biggest and busiest forums. So even if they're not actively participating, they're probably lurking – and that means you'll get name recognition just by posting regularly on these forums.

- **Comment on niche blogs.** The big players also monitor the big blogs. Naturally, if the potential partner has his own blog (or forum), be sure to participate regularly in the discussions.
- **Join social media sites.** If your potential partners use the social media sites like [Facebook.com](https://www.facebook.com), [Twitter.com](https://www.twitter.com), [MySpace.com](https://www.myspace.com), [Digg.com](https://www.digg.com), [Squidoo.com](https://www.squidoo.com) or similar, you should join these sites and befriend these potential partners. Be sure to actively engage the person by commenting directly on the content they're posting and discussing the issues.
- **Get the top rankings for big keywords.** The big players in your niche are also monitoring Google (and perhaps Yahoo and MSN) to see who has the top rankings for the big keywords. If you're a search engine optimization expert, you can get attention simply by landing on the first page of search engine results for these top keywords.

***TIP:** Be careful with this tactic. If your potential partner fiercely protects his top rankings, and you knock him out of the top spots, then you can expect to make an enemy rather than a friend.*

- **Become a customer.** Just becoming a customer doesn't entitle the marketer to give you any of his time or attention. However, sometimes customers do get access to private emails or forums where it's easier for you to get the potential partner's attention.

- **Ask questions on teleseminars.** If your potential partner hosts teleseminars (free or paid), then be sure to join them. Always call in a few minutes early, introduce yourself by name and get to know the marketer. If they open the line for questions at the end of the call, again state your name and ask thoughtful questions.
- **Go to offline events.** You can do more in a few minutes at a hotel bar than in weeks online. And that's because the one-on-one contact you make with marketers tends to leave a lasting impression – and opens the door to more contact and opportunities once you get back home.
- **Start your own forum, blog or social media group.** If you create your own busy forum, blog or social media group, the big players will take notice. Even if they never participate in the discussion, they're probably lurking – and with luck, they not only will recognize your name, they'll also be impressed with you.
- **Launch smaller products to get name recognition.** You don't have to completely dominate a niche to get your foot in the door with potential partners. However, creating a big launch – perhaps with the help of the second-tier marketers in your niche – will ensure you get your name in front of the first-tier marketers.
- **Send postal mail.** Finally, you may consider sending a card, letter or other piece of "snail mail" to your potential partners. This mail isn't necessarily to propose a JV, but rather to help start (or maintain) a dialogue so that you can build a relationship.

TIP: *The more of the above tactics you use, the faster you'll get name recognition and build credibility. Just be sure to always use the same name or username in ALL venues. For example, don't use "J. Smith" on Twitter and then "Joseph S." on the forums – doing so reduces the chances that you'll get any name recognition at all. You want to be consistent by using the same name across venues.*

Once you believe that you're on your potential partners' radar screens, then you can move on to the final step...

Proposing a Joint Venture

The last step is to actually propose your joint venture project to your potential partner.

If this is a "hot" prospect, then you can probably just shoot off an email or pick up the phone to make your proposal – and you'll likely get a positive response. But if this is a warm prospect, then you're going to need to put some serious thought into how you approach your potential partner.

First, you need to structure your overall offer so that it's favorable to your potential partner.

You want to give your partners a lot of benefit for a small time investment. So, you need to show a potential partner the big benefits

they'll get (such as publicity and link exposure) for the relatively small amount of effort (e.g., 45 minutes on the phone with you).

Your job is to do as much of the work as possible, thereby making it easy for your partner to do his required task.

Example: If you're doing a telephone interview, then you should prepare your partner by sending a rough outline of the types of questions you might ask. (But don't follow a script or the interview won't flow naturally.) And then you should talk to your partner for a few minutes on the phone the day before the interview so that he can get comfortable with you personally.

Second, **you need to create a written proposal to send to your potential partners.** This proposal is essentially a sales letter, and that means all copywriting rules apply. Specifically, you need to:

- **Create an eye-catching subject line.** If you're dealing with a hot or warm potential partner, this one is fairly easy. All you have to do is write something like, "Hey [partner's name], it's [your name]..." If you've developed a relationship with this person, he'll read your email based on that subject line alone.

If you haven't yet developed a relationship where you can use such a casual email subject line, then you'll need to create a subject line that arouses curiosity and/or promises a benefit.

Some people who're proposing joint ventures simply put "JV request" in the subject line.

But consider this: Your potential partner gets dozens of such requests continually. An email like that will likely just end up in the trash.

Instead, a better line might be something like, "[Name], I'd like to feature you in a new book." Or, "[Name], I'd like to interview you..."

In both cases, the reader gets the taste of a benefit... and a little ego massage to boot.

- **Answer the "WIIFM" question.** Whenever you're trying to persuade someone to do something, you always need to answer the question that's at the forefront of her mind. Specifically, "What's in it for me?" And yes, you need to answer that question in your JV proposal too.

You see, your potential partner really doesn't care what YOU get out of the deal. He only cares what partnering up with you will do for him. And that's exactly what the bulk of your letter should tell him. From the opening line right down through your bullet points, you need to list all the benefits he'll get by working with you.

TIP: *Don't send the exact same letter to all your partners. Keep in mind that different people are motivated by different things. And if you spend some time researching these folks, you'll get a feel for what benefits these individuals will respond to best.*

In short: You'll do best if you emphasize different benefits to different partners. Your job is to figure out what motivates your partners so that you can create a letter that compels them to say "yes" to your request.

- **Create a strong call to action.** Once you've convinced your potential partner to help you create the product, then your letter must close with a strong call to action (where you tell the reader exactly what to do next). And preferably, it should also include a sense of urgency.

For example, "Hit reply now to let me know whether I should reserve your place or give it to someone else..."

For more information on how to find potential joint venture partners in your niche and how to successfully recruit them to promote your product, check out [Joint Venture Product Marketing](#).

Quick Recap

You just learned one of the most powerful strategies to **instantly establish yourself in ANY niche!**

When you create products with well-known experts and other influential, powerful people in your niche, your name automatically becomes associated with these powerful experts.

You get elevated to their status.

Niche Expert Secrets: *How to Become a "Rockstar" in ANY Niche*

And everyone else naturally assumes that you're a top-tier marketer and niche expert too!

Now, while this one strategy is like getting the combination to your niche's gold vault, **it's just the tip of the iceberg.**

Next up, you'll discover how to blanket your niche so your name repeatedly gets associated with the hot keywords and topics...

Blanket Your Niche with Content

The next step on your path to establishing yourself as an expert (and total niche domination) is to virtually **blanket your niche in content**.

Think about it...

If someone is really interested in a particular topic, they may spend quite a bit of time researching it. And they're likely to research it from all angles, which means they'll enter different search terms into Google.

Now think about this...

If your name keeps showing up repeatedly, what is the prospect going to assume about you?

Easy: **She's going to assume that you're one of the top experts in the niche.**

***TIP:** Indeed, there may be other marketers in your niche that have more knowledge about the topic. But if your name is repeatedly associated with the niche topic (e.g., your articles keep showing up in the search engines), then the prospects are going to assume that you're the TOP expert in the niche!*

Here are five easy ways to make sure your name and content appears repeatedly whenever your prospects are looking for information...

Start a Blog

You can slightly elevate your status as an expert in the niche simply by participating on the discussions on the other niches in your blog.

However, you'll rocket to the top tier of experts in your niche if you create your own blog.

Here's how (it's easy):

- 1. Install a WordPress blog.** If you have a web host that allows you access to Fantastico through your control panel, then you can set your blog up in just a click or two. Otherwise, go to WordPress.org, download the latest version of WordPress, and follow the instructions to install it on your site.
- 2. Customize your new blog.** You probably won't want to use the default WP theme, as it's fairly ugly. Fortunately, you can uncover thousands of different designs – many of them free – simply by using Google to search for "WordPress themes."

TIP: *If you have a specific theme in mind, such as a particular color or particular topic (e.g., fitness or dogs or business), enter those keywords in Google as well when you're searching for themes.*

To learn more about how to install a WordPress blog on your server, how to customize it with an appropriate layout, and how to boost your credibility and profits with it, check out [How To Make Money With Your WordPress Blog: The Blogging Plan For You To Cash In Now!](#)

- 3. Post a half a dozen posts to start your blog.** Kick things off by posting a handful of blog posts. That way, the search engines have something to index and your readers have something to ponder.

- 4. Commit to posting regularly.** As traffic starts building to your blog, your readers will expect regular posts from you. That's why you should post something weekly, if not three or four times per week. In addition to pleasing your readers, the more content you post, the more fodder you'll have to give to the search engines.

- 5. Participate in the discussion in your niche blogosphere.** Don't treat your blog like it's in a bubble. Instead, make it a part of the niche blogosphere. That means you should comment on (and link to, AKA trackback) other blogger's posts. This is particularly true if the topic is controversial. Don't be afraid to take a strong stand, as doing so will just send more traffic to your blog.

Now, you may be wondering what to write about.

Maybe you're even wondering if you can create three or four posts every week.

Don't worry – you can. Especially if you use these tips to find ideas:

- Create posts related to what other bloggers have blogged about in the past.
- Blog about news in your niche.
- Answer "frequently asked questions" in your niche.
- Use the niche forums to get ideas for articles – in particular, pay attention to those forum topics that get a lot of discussion.
- Take excerpts from your own information products and create articles around those topics.
- Read your competitors' sales letters and create articles around the benefits they list.
- Browse the table of contents on niche topics at Amazon.com and create articles around those topics.
- Use keyword tools to find out what your niche is looking for.
- Browse EzineArticles.com, IdeaMarketers.com and similar sites to find out what articles in your niche are popular. Then create blog posts on those topics.
- Listen to talk radio in your niche (like BlogTalkRadio.com) to find out what's hot.

- Use social media chatter (like on [Twitter.com](https://twitter.com)) to give you content ideas.

Finally, remember that you're establishing yourself as an expert.

As such, be sure to create your posts with an air of confidence, authority and expertise.

Post to Article Directories and Similar

Your next step is to post content on other people's sites.

That's because article directories not only have internal traffic that will see your articles, but sometimes, publishers will pick up your article and post it on their blog or in their newsletter (which further establishes you as an expert).

TIP: *You don't have to sit around waiting for a publisher waiting to find your article and publish it. Instead, submit it directly to those bloggers and newsletter publishers in your niche who accept guest articles.*

And if they don't specifically solicit guest articles? You can get in contact with them anyway and ask if they accept guest articles.

You may even do a small joint venture of sorts, where you propose swapping blog posts or articles -- in other words, you each become a guest blogger or author for the other

person. This works particularly well if you do this sort of JV with a bigger marketer or expert in your niche, as your article appearing on his or her blog will instantly elevate your status!

In addition, the bigger directories tend to be crawled regularly by Google. And that means you can create articles optimized for the search engines to start pulling in search engine traffic.

Here's how to make the most of your articles...

- **Use the same name on all of your articles.** I mentioned this tip before, but it's worth repeating: For branding purposes, be sure to display your name in the same way on all articles. Don't use "Joe" on one article and "Joseph" on the next. Be consistent.
- **Optimize for the search engines.** You won't be able to snag top rankings in the search engines for competitive keywords just based on one article. However, you certainly can pull in search engine traffic on long tail keywords, which tend to be searched relatively few times each month, but also have very little competition. If you rank well for several long tail keywords, collectively, you'll find that the traffic adds up fast.

To find these keywords, go to [WordTracker](#), [Google Adwords Keyword Tool](#) or your favorite keyword tool. Enter your broad niche keywords, and you'll get a list of related keywords.

Look for those that get fewer searches per month.

WordTracker also analyzes the word to determine how much competition it has in the search engines. A keyword that gets a fair amount of traffic and yet doesn't have much competition will have a high KEI (keyword effectiveness index) score – these are the words you'll want to create content around.

Once you have your list of keywords, choose one or two of these phrases and write an article using those keyword phrases. Sprinkle in the keywords so they appear in you article title, in your first paragraph and about two or three times for every 100 words of content.

- **Create an attention-getting headline and engaging article.** Even though you're creating content to draw in search engine traffic, remember that you're writing for humans. And that means you need to create useful, engaging and entertaining content. You need to keep the reader hooked so she reads your entire article... all the way down to your byline (AKA resource box or author's bio).
- **Insert a byline that siphons prospects to your website.** You're submitting articles to directories to get your name associated with your niche. But obviously, you also want to siphon off this traffic and get them onto your mailing list.

That's where your byline comes in. But instead of talking about yourself (which is what many experienced article marketers do), you need to write a mini-ad that addresses your prospect, his problems, and how you can solve his problems quickly and easily.

You don't have to sell him on a product – you just have to convince him to click on your link. You can do this by offering a free report, offering Part 2 of the article he just read, offering a video that goes along with the article he just read or anything else that will entice him to eagerly click on your link.

To learn more about setting up and running an article marketing campaign that will generate traffic to your site, increase your credibility and reputation, and make money for your business, check out [Article Marketing Explosion](#).

That's it! Now all you have to do is commit to regularly writing articles and submitting them to the article directories. I suggest you aim for 7-10 articles per week (which, at a minimum, is just one per day).

Be sure to submit your articles to the top directories, which include [EzineArticles.com](#), [Buzzle.com](#), [IdeaMarketers.com](#), [GoArticles.com](#), [ArticleAlley.com](#), [ArticleCity.com](#) and other directories in your niche.

Establish a Social Media Presence

Look around your niche and I bet you'll quickly discover that some of the top experts have a huge presence on the social media sites (which includes Web 2.0 content sites, social bookmarking and social networking).

And they probably also have a big following on these sites as well (e.g., a big network of friends and contacts).

If you're seeking to establish yourself as an expert, you should do the same thing. Here's how:

- **Establish a presence on the social content sites.** Here's an area that overlaps with the previous topic. Namely, you can post articles and other content on sites like Squidoo.com and HubPages.com. And because Google regularly crawls these sites and tends to rank the pages high in their results, you're likely to get good rankings for long tail keywords.

In short: The goal of using these sorts of sites is to continue to blanket your niche with your articles and other content, thereby establishing yourself as the "go to" guy or gal for a particular topic.

- **Establish a presence on the social networking sites.** These are sites that allow you to share content, but there's also a strong social aspect. On some of these sites (like Twitter.com), it's very easy to build a huge following – it's not an alternative to list building, but it's certainly another way to reach your market.

Here are some of the social media sites you should include in your overall strategy:

[Twitter.com](#): Use it to build a following. Just search for people in your niche, click on follow, and you'll find that most of these people will follow you back. Then seek to provide useful snippets of content, inspirational messages, as well as directly talking to your prospects and JV partners.

[MySpace.com](#) and [Facebook.com](#): You can share information and connect with those of like minds on these sites. Many of your prospects are probably already on one or both of these sites, so it's just a matter of you getting an account, posting good content and building your list of contacts.

[Squidoo.com](#) and [HubPages.com](#): Use these sites to post your content to further establish yourself as an expert. You can also create networks of pages of closely related topics, as well as creating contact lists of prospects.

[Yahoo! Answers](#): Use this site to further demonstrate your expertise in your niche.

The above are the biggest social media sites.

However, you may also want to search for niche-specific social media sites in Google as well as on [Ning.com](#).

And if you're interested in pursuing an entirely different sort of social media site, you may also want to develop a network of contacts on social bookmarking sites like [Digg.com](#), [StumbleUpon.com](#) and [Del.icio.us](#).

To learn more about how to use social media sites to drive targeted traffic to your website and establish yourself as an expert in your niche, check out [Social List Building](#).

Participate in Niche Forums

Niche forums are focused communities of people with the same interests. An experienced member can quickly separate the "wannabes" from the real experts on a forum.

Those who stay in the community and help others will at a minimum earn respect. But usually, you can use a forum to further establish yourself as an expert in your niche.

Here's how...

- **Use the same username you use elsewhere** – preferably your real (or pen) name. Again, be consistent and use the same name on the forum as you're using everywhere else in the niche. Preferably, this should be your real name (or pen name) as opposed to a username like "doughboy7639."
- **Brand yourself.** Post your picture as your avatar so that people can put your face to your name (which increases trust). In addition, you may include a slogan alongside your name. For example: Joe Smith, "The Pec-Building Expert." Be sure to always post your branding slogan so that your name becomes associated with your area of expertise.
- **Treat the forum like a community.** You can't barge into a tight-knit community and expect instant acceptance. And likewise, you can't barge onto a forum and demand instant respect. Instead, you

need to earn respect. And you do that by being a good forum member who's polite, professional, and happy to help others.

- **Contribute thoughtfully.** Remember, you're using these forums to further establish yourself as an expert in the niche. As such, a rapid-fire dose of one-line postings may jack up your post count, but it will NOT elevate your status in the community. Indeed, you are likely to see your status downgraded if you start acting like a forum spammer.

Instead, seek out questions related to your area of expertise and post thorough answers. Don't post a half-answer and refer them to your site for a complete answer. You may be able to get away with that after you've been accepted into the community, but not yet.

- **Use your signature link wisely.** Your purpose in participating on forums is to establish yourself as an expert in the community (and you'll get the added bonus of having your name further blanketed in the niche, as many forums have a lot of content indexed). But as usual, you can also use forum marketing to drive members to your site through your signature link.

Create your signature link in much the same way you created your article byline. Specifically, tell your prospects how you can help them solve their problems – and give them a good reason to click through to your site immediately (e.g., perhaps by offering a free report).

***TIP:** The better reputation you build on the forum, the more clicks you'll get on your signature link... and the more customers, sales and cash you'll enjoy!*

If you are a member of John Delavera's [Turbo Membership](#), you have access to the Turbo Community, one of the best and most involved forums online, where the members of Turbo Membership discuss all facets of Internet marketing and how they relate to many different niches.

Publish a Newsletter

Even though anyone can start a newsletter, **people tend to think that only experts publish newsletters**. And that means the very act of putting out a newsletter will help elevate your status in the niche.

However, when you put out a GOOD newsletter, people sit up and take notice. They talk about certain issues on blogs. They copy your articles on forums. And they forward your newsletter to their friends.

When all that happens, you're viewed as a true expert... and your newsletter content starts blanketing the niche. Here's the quick and easy way to start publishing your own niche newsletter:

- 1. Get an autoresponder / mailing list manager.** You have two main choices when it comes to managing your list. You can do it yourself by hosting a mailing list script on your own server. Or you can use a third-party service.

I suggest you use a third-party mailing list manager / autoresponder combination like GetResponse.com or AWeber.com. And that's because a good third-party service works on deliverability issues.

- 2. Create a freebie for subscribers.** Next, you need to create a valuable, in-demand product – and then offer it for free to anyone who joins your list. This product may be an ebook, audio, video, access to a live teleseminar, etc. Remember that you're the expert – so create a freebie that further bolsters this image.
- 3. Write a series of welcoming messages.** Next, you should create a series of at least seven messages that your autoresponder sends out automatically to your new subscribers over the course of a few weeks. Doing so keeps your name in front of your subscribers and helps you build a relationship with them.
- 4. Set up your squeeze page.** Once you know what you're offering subscribers, then you need to create a sales page that persuades them to give up their contact information in exchange for the benefits they'll receive from your free newsletter and bonus freebie.
- 5. Commit to publishing your newsletter regularly.** Finally, you should commit to a regular publishing schedule. Ideally, you should commit to publishing a newsletter once each week.

And while your newsletter can (and should) include a combination of content and product pitches, always keep in mind one of your primary goals: Namely, to establish yourself as an expert and build trust with your subscribers. That means you should seek to project the image of a strong, confident leader whenever you write to your list.

For more information on learning how to properly and efficiently publish a newsletter that will increase your reputation as an expert in your niche, check out [The Ezine Publisher's Manual](#).

Quick Recap

You've just discovered **five proven ways to blanket your niche with your content and further position yourself as an expert.**

These five methods include blogging, getting your articles published in article directories and elsewhere, using social media sites, participating in niche forums and publishing a newsletter in your area of expertise.

These tactics, together with joint venture product-creation tactics, work in tandem to create a deadly effective strategy that instantly positions you as an expert in any niche.

And while this strategy will put thousands of extra dollars in your bank account this year, there's one more piece of this strategy you can snap into place that will further boost your income.

Read on to discover the last missing piece...

Boost Your Status by Getting Published

Here's another way to use "borrowed credibility" to boost your own status: Namely, **by publishing a physical product or by getting published in a well-respected newspaper, magazine or other venue.**

When you get published, you elevate your status.

And then you can leverage this benefit and use it as a springboard to even greater opportunities!

In this section, **you'll discover four ways to boost your status as an expert**, including:

- Getting your press releases published.
- Landing TV and radio interviews.
- Writing freelance articles for respected publications.
- Publishing a physical book.

Let's look at these in more depth...

Getting Your Press Releases and Articles Published

When you place an advertisement in a newspaper, the readers know it's an ad... and that means they look at it with a fair amount of skepticism.

This is true even when you print an advertorial (which is an ad that's disguised to look like an article), if the person notices that it is indeed labeled as an advertisement.

However, here's the thing: If you take nearly the same article and print it as a press release, people will sit up and take notice. That's because your article is no longer an ad – suddenly, it's now considered news. And **because it's printed in a respectable publication, you're respected too.**

Now, there's two ways you can get this sort of borrowed credibility:

1. By writing your own newspaper column.
2. By getting your press releases printed.

Obviously, writing (and syndicating) your own newspaper column will do the most to help position you as an expert in your niche.

Even if you're not writing for a national publication, you can still use your column as a credibility booster.

Simply put your new credentials on your website (e.g., Featured Columnist for the Little Town Times Newspaper).

Landing a gig as a columnist means you're going to need to talk to the editors of the newspaper, run ideas by them and convince them that you can add value to their newspaper.

You should have samples on hand to show them. And if you tell them you'll write for free, you'll get their attention. (Sure, money for writing is nice – but the benefits you get from the exposure will far outweigh any monetary compensation.)

The second way to get exposure in a newspaper is by submitting press releases or one-time articles. Usually, businesses use press releases to announce events like new products, charity fundraisers, new staff and similar. But you can also offer informative articles that help cement your status as an expert.

To increase your chances of getting published, do the following:

- **Review press releases and articles in your local newspapers.** If you want to write for a particular newspaper, read that newspaper to get a feel for the style and type of content they accept. Then model your own articles and releases after these successful pieces.
- **Format your articles and press releases correctly.** Many editors prefer that you submit your content using the industry

standards. As such, you should familiarize yourself with the official press release format before submitting your release.

- **Submit your releases and articles directly to the correct person.** Don't address your submissions to general people like the "lifestyle editor." Instead, find out who the person is, get the correct spelling of his or her name, find out how the paper prefers to receive submissions (fax, email or postal mail), and submit your content directly.
- **Distribute your releases using a service.** Finally, if you're writing press releases and want to move beyond submitting them directly to local media, then consider using a distribution service like PRWeb.com. You can also hire press release companies to send your release directly to the national media outlets.

Landing TV and Radio Interviews

Submitting press releases can sometimes land you radio and TV interviews... especially if you're writing about a hot topic and/or you leave a little mystery in your release (so that a reporter has to contact you).

But if your regular press releases don't generate interviews, then you'll need to actively seek out interviews. And fortunately, it's probably a lot easier than you think.

You see, radio and TV programs have a lot of spots to fill. The producers are under constant stress to fill those spots day after day.

And while the big shows (like Oprah) are inundated with inquiries from people seeking to land on the show, your local TV and radio (especially AM talk radio) may have more trouble filling up their airtime.

TIP: *Here I'm talking about traditional media like radio and TV. But you can also land interviews and guest spots on Internet radio and TV shows and satellite radio.*

If you're really ambitious, you may even decide to host your OWN weekly show! Doing so will definitely position you as an instant expert. You'll need to contact producers and pitch your ideas. Or alternatively, you can start your own talk radio program on the Internet (such as on BlogTalkRadio.com).

Now let's look specifically at **how to land a guest spot on talk radio...**

If you want to get on your local stations, then visit your radio station websites to read about their programming. If you find a program that sounds like it's a good fit, listen to several shows to see if is indeed a good match to your topic.

If you want to land on national talk radio, then you'll need to run a search in Google for "talk radio programs." But more specifically, you should include a niche keyword such as "sports talk radio." Doing so should help you uncover talk radio programs on satellite radio, traditional AM/FM radio and Internet streaming radio programs.

When you find a possible program, listen to several shows to see if your topic and style would be a good match for the program.

TIP: *Most Internet radio stations archive their past shows. But even if you're dealing with traditional AM or FM radio, check their website – they might archive past shows. Or they might stream their station live over the Internet so that, even if you can't hear it on your radio, you might be able to pick it up online.*

Once you have a list of possibilities, then you'll need to find out the producer for the program and pitch your idea to him or her.

Remember, the producer has spots to fill – and he's looking to please his audience. So focus your pitch around what your guest spot can do for the radio station and the audience.

TIP: *Exciting, engaging guests get called back repeatedly to do more shows. Before your first show, think of what you're going to say – and in particular, come up with a few "sound bites" you can use during the show.*

Do NOT, however, rehearse exactly what you're going to say. If you rehearse, you'll end up sounding scripted and stilted – and listeners will change the station (and you won't get called back).

Instead, engage your audience by solving their problems. Convey your enthusiasm... and your confidence.

Sometimes, standing up while you give the telephone interview helps, as it makes you sound more enthusiastic and confident.

Writing Freelance Articles

Earlier we talked about how to get a press release, one-time story, or even a regular column published in a newspaper.

Here's something related that's also very effective: Getting your freelance articles published in a magazine.

Now, you may say you're not interested in pursuing a career as a freelance writer.

No worries, because that's not the point of getting published.

You'll like the extra couple thousand dollars the magazine pays you, but what you'll really like is the dozens or perhaps hundreds of new customers your articles bring to you. And that's because getting published in a respected magazine is one of the most powerful ways to establish yourself as an expert.

A quick word of warning: The biggest magazines have a lot of competition.

They get tons of query letters from aspiring writers – many more article ideas than they have room to print in their publications. And that means that if you want to compete for space in big publications,

you're going to need to submit fresh ideas wrapped in good writing. Or you're going to need to start with smaller publications and work your way up.

***TIP:** Maybe you're not a professional writer. And that's ok. You can create an article and have a professional editor touch it up before you submit it. If it gets accepted, the magazine's in-house editors will correct basic mistakes and ask you to rewrite certain sections to make it fit to print.*

If you have a desire to get printed in a particular publication, then you need to do the following:

- **Read back issues of the publication.** Some writers attempt to guess what types of articles a publication wants without ever finding out what types of articles they're already printing. The best way to increase your chances of getting published is by matching the overall style of the authors who're already getting print from those magazines.
- **Find out how to send a query or article.** Some magazine editors prefer that you send a query letter with your idea for an article. Other editors may prefer that you send the article itself. And there are other rules you should know about, such as whether a magazine is asking for exclusive rights.

Point is, **do your homework first BEFORE you submit anything to the editor.** And as usual, be sure to spell the editor's name correctly.

Publishing a Physical Book

Finally, one of the most powerful ways to establish your expertise is by publishing a physical book.

This is especially true if you can land a contract with a big publishing house that publishes your book for you.

If you doubt that this is true, try this: **The next time someone asks you what you do for a living, tell them you're an author. Then watch their reaction.**

You'll get raised eyebrows and looks of admiration. That's because most people are pretty impressed when they meet a "real" author. And if you're publishing nonfiction works, then everyone will instantly assume you're a noted authority (expert) on the topic.

People who make their careers out of being writers seek to publish books that will make them rich.

Now while you're seeking to sell as many copies as possible (to get your name in front of as many prospects and customers as possible), the actual money you receive from the product isn't your top priority.

Instead, your goal is to use this book as a springboard to even more opportunities, including:

- Landing national and international interviews on radio and TV (or maybe even hosting your own show).

- Getting ink in print publications.
- Being asked to do talks at various organizations.
- Elevating your status as a respected authority on the topic.
- Expanding your customer base (and making more money as a result).

In general, there are two ways to get your book into print:

1. Get published by a book publisher.
2. Publish (and market) it yourself.

Getting published is obviously more difficult than self-publishing (especially if you're seeking to get a contract with a big, well-respected and well-known publishing house).

However, in some niches, you may find that your market is particular about whether you land a contract or publish it yourself. That's because getting a contract with a publishing house means you've had experts (the publishing house) put their stamp of approval on your book – it's that "borrowed credibility" phenomenon again.

On the other hand, anyone can self-publish a book. And in certain circles, this sort of publishing gets stuck with the name "vanity publishing," which is looked down on by those who think that the only good books are those put out by well-known publishers.

If you're seeking to establish yourself as an expert in niches that place emphasis on traditional publishing, then you'll need to query publishers with your book idea and try to land a contract.

On the other hand, if your market doesn't care one way or the other (and many don't), then you can self-publish and market the product yourself. The bonus is that if you can demonstrate brisk sales when you self-publish, you might just get a traditional publishing house interested in picking up your book.

Currently, one of the most popular ways to self-publish a book is by using a "print-on-demand" publisher such as [Lulu.com](https://www.lulu.com) or [iUniverse.com](https://www.iuniverse.com). That's because:

- **These services make it easy for you to format your document to turn it into a physical book.** Lulu even has cover templates and artwork to help you create your front and back covers.
- **You can purchase an ISBN number from the service and get listed in book catalogs.** If you intend to have your book show up in your local book store or on Amazon.com, then you need an ISBN number. These services make it easy for you to get this number for a single book, plus they help you get your book listed on sites like Amazon.com.

To learn more about how you can get your physical book shown on Amazon.com, as well as learn how to transform your digital product into a physical product, check out [Hard Copy Publishing](#).

- **These services usually have marketplaces.** When you publish your book, it gets listed in their marketplace. That alone will likely bring in a few sales for you. Plus, sites like Lulu also give you promotional tools, such as an author's bio page, a blog you can use to promote your book and more.
- **The services with marketplaces take care of printing and payment.** You can order a bunch of books at a discount if you want to sell them out of your car trunk at a local event. Or your customers can directly order a book from the marketplace. The print-on-demand publisher then collects payment, prints one copy of the book, sends it to the seller, and sends you your cut of the check.
- **You set the price.** You have complete control over how much to charge for your book. While some authors charge a lot to get more money per copy, you may charge a smaller amount to spur sales. You can test your price points to see what price works best for your market.

After you set your book up on a site like Lulu, it's up to you to promote your book. You can do this by:

- Getting your book listed on Amazon.com and similar sites.
- Talking to local bookstore owners about placing your book in their stores.

- Publishing press releases to announce the launch of your book.
- Using online avenues to announce your book launch.
- Doing book signings.
- Using traditional online advertising venues such as posting online classifieds, selling your book on eBay, using pay-per-click marketing, blogging, using social media, using affiliates and joint venture partners, using search engine optimization and more.

And so on.

In short: **You can use the same means of promoting your book as you do to currently promote your own product.**

The only difference is that you're not necessarily looking to make a big sum on each book you sell. Rather, you're looking to get exposure and raise your status as an expert in the niche.

Your monetary rewards come on the backend as you see more customers flocking to your sites!

Conversely, you can also turn your digital infoproduct into a physical product; many people will still rate an Internet marketer as being more of an expert if he/she has his/her own physical product than if he/she just has a digital infoproduct.

[Digital 2 Physical](#) will show you how exactly to go about turning your digital infoproduct into a physical book that people will want to purchase from their local bookstore or from online retailers like Amazon.com, Buy.com, and BarnesandNoble.com.

Quick Recap

Total niche domination begins with you establishing yourself as a top expert (even guru!) in your niche.

And one of the best ways to do that is by getting published in one of five ways you learned about in this chapter.

Now let's wrap things up...

Conclusion: Total Niche Domination!

Congratulations – **you now know how to instantly position yourself as a trusted expert in ANY niche!**

You now know the “secrets” of attracting more customers, sales and money to you... these are secrets that many marketers NEVER figure out! (And then they wonder why they can't get anyone to buy their amazing products.)

Seeing is believing – **just use the strategy outlined in this book to position yourself as an expert in your niche and you can't help but make more money.** Let's quickly recap the overall strategy. You just discovered:

- **How to quickly and easily get others to see you as an expert by branding yourself**, acting like an authority, and projecting a strong, confident image.
- **How to blanket your niche with your name so everyone assumes you're the "go to" guy or gal!** You learned how to do this using social media, blogging, article submissions and more.
- **How to borrow another expert's credibility** by co-creating an ebook, teleseminar series, audio interview or other product. And in doing so, you'll instantly establish yourself as an expert in ANY niche!

- **How to impress the heck out of your prospects** by landing TV and radio interviews, getting your press releases published, publishing a physical book, getting ink in major magazines and more!

In short, you've just been handed a proven, step-by-step strategy that will easily put lots of extra money in your pocket this year.

But here's the thing: This money isn't going to just jump in your pocket all by itself.

You need to take action by applying what you've just discovered.

And the best way to do that is to start right now.

Go back to the first chapter, review the information, and apply it to your content starting today.

Then start working your way step-by-step through the rest of the strategy.

And in no time at all, **you'll be the guru in YOUR niche!**

John Delavera and *{--your-full-name--}*