



**FAMOUS**  
**IN YOUR FIELD**

**97** **WAYS**  
— TO —

**BUILD YOUR**  
**FAME**  
**FACTOR**

— *and* —  
**90 DAYS TO FAME**  
**WORKSHEET**

Wish you could **break out** of the commodity trap?

Want to **reach more prospects** who need your services without pulling all-nighters to get it all done?

Need to leverage your **time** and your **resources**?

Here's the answer: become Famous in Your Field.

No, not like a celebrity on the cover of US Weekly – I mean that you'll become recognized as a leader and expert in your area of business.

REACH. REPUTATION. REVENUE.

Amplify your reach.

Build your reputation.

Increase your revenue.

***Step inside.  
I'll show you how.***

What can you look forward to when you become a little bit **famous in your field**?

## HERE'S A TASTE:

- ★ Increased credibility
- ★ Name recognition
- ★ Found on the web
- ★ Increased leads or sales
- ★ More traffic to your website
- ★ Media mentions of your business
- ★ Reputation as an expert

# *Join the A List*

With all the competition, with all the competing interests for your client's time and attention, you've got to stand above the crowd. You want to make your name and your business part of the A List.

In Hollywood, the A List is the name for that special group of performers who never have to audition – people reach out to them with parts and opportunities, because their reputation and track record says that they will deliver the goods.

So how can you create trust and be seen as the go-to expert in your industry?

## Take Advantage of the Fabulous Five

There are thousands of ways that you can market your business, but if you want to stand out from the crowd and have prospects choosing you specifically, there are five key tools to focus on.





# Positioning

Making a conscious decision about who you are, what you represent and how you do business in the marketplace is the foundation for successful venture. If you want to become Famous in Your Field, you've got to have a unique identity and stand for something.

Your positioning is powerful – it helps you to gain visibility in the marketplace.

But it has to be more than a mask you put on for business. If you're claiming standards that you don't live up to, your prospects and clients will see right through the fakery. Your positioning should be developed from your own skills, essence and values. Living in the post millennial age, we absolutely crave authenticity.

Your goal is to be preeminent – a market leader who is trusted.

## Your positioning is your foundation. What you do on the web creates your digital footprint.

By continuously communicating your positioning on the web, you're creating more and more "brand real estate" for Google. Links to your website, mentions of your name and your business – these help build credibility when people are searching for answers to problems that your business solves.

Building a giant digital footprint gives you ways to communicate your position to your marketplace, much faster than through one-to-one communications.

View your business  
as your ideal client's  
most trusted, valued  
and prized advisor,  
provider and source.

## Here's a list of things you can do to build and expand your digital image:

- Comment on a blog post
- Comment on a news article
- Comment on an industry website
- LinkedIn:
  - Use your keywords in your Headline, Current Work Experience, Past Work Experience, Summary and Specialties sections
  - Make your website links a call to action
  - Recommend a great contact
  - Get recommended
  - Add your blog to your profile
  - Post a new status update
  - Post a company status update
- Add a tagline to your email signature
- Ask a question via Twitter, LinkedIn, your blog, Facebook, Google +
- Post pictures on Flickr
- Use your own name (or some version of) for your Twitter handle
- Put your website in your Twitter bio
- In your Twitter bio, make it clear what your business does
- Make & post a welcome video on your website homepage
- Make an "As Seen In" area on your website homepage
- Give a (sincere, please) testimonial on a popular business figure's website
- Write and publish a news release
- Start a Facebook group
- Start a LinkedIn group
- List your blog in directories, like Technorati



# ***Publishing***

When you're publishing articles, you're no longer selling to clients one at a time. You are building an audience of prospects and customers who are eager to work with you. Publishing raises your visibility and your credibility.

Want to create articles, white papers, blog posts and books (yes, you can publish a book) that make your prospects' mouth water to work with you?

Solve their biggest problem.

Some consultants, coaches and experts focus on writing and speaking about cutting edge ideas and new techniques in their industry. Those are fine for your peers, but your customers and prospects just want information that will help them improve their own lives.

Get inside the head of your customers and find their biggest pain. Then help them out with simple, easy-to-understand information and advice.

Here's an example:

A human resources consultant works for small businesses that don't have a full time HR professional on staff. She discovered that her clients' biggest concern is the rising cost of employee healthcare. She published an article sharing four ways that small businesses could easily reduce the amount they spend on healthcare.

Consulting offers and new clients followed.

Who are the consultants  
in the top 5%  
income-producers?  
They are the thought  
leaders who regularly  
publish books and articles.

– Kennedy Information Systems

Get your knowledge and advice into your client's hands. They're waiting for you to help make their lives and businesses better.

- Publish a "How To" article
- Publish a "Frequent Mistakes" article
- Publish a "Secrets of..." article
- Publish a product or service review article
- Start a blog
- Write 20 blog posts for your website, answering the 20 most frequently asked questions from your clients
- Write a guest blog post for someone else's site
- Write a column for your local paper
- Become an Examiner.com writer on your topic
- Publish an ebook
- Publish a Kindle book
- Publish a traditional book
- Post a presentation on Slideshare.net
- Upload and tag photos or images on Flickr.com
- Create a checklist
- Create a free report
- Write a column for your industry's trade magazine
- Create a "Guide to..." for your prospects
- Write a column for your industry's newsletter
- Publish an article in a colleague's newsletter
- Write a list-based article: "27 Best Websites for Cooking with Kids Recipes"
- Publish an article on an aggregated news site, like AmEx's Open Forum
- Publish a case study of one on your customers
- Write an "Interview with" article



Speaking is a great way to position a yourself as an authority. Wearing a Speaker badge at a conference, industry association luncheon or other event gives you a powerful source of credibility.

It's a strategic investment of your most limited resource – time. During a speaking engagement, you're demonstrating expertise to an entire group of people, rather than one-on-one.

You've heard that people rank fear of public speaking higher than fear of their own death. That means that there are few people who are willing to stand before a group to share their ideas and information. When you speak, you automatically stand out from all of your speaking-averse competitors.

## Getting the gigs is easier than you think.

What's the big secret to getting speaking opportunities?  
It's a lot easier than you might think.

Ask.

That's right. Ask. Many groups and organizations hold regular meetings for their members and are starving for content. Event planners or programs committee volunteers are charged with finding and securing speakers for recurring events. Help them out while you boost your business! Start by contacting several groups frequented by your ideal clients. Offer to give a talk packed with value for their members and watch your fame grow.

### PSYCHOLOGY OF AUTHORITY

Speaking is a powerful credibility indicator.

We're all wired to view the person speaking before a group as an authority figure and subject matter expert.

You can capture the power and results from speaking through many different forms:

- Deliver a teleseminar
- Deliver a webinar
- Speak at a conference
- Speak at an association luncheon
- Speak to a college group
- Be a panelist
- Moderate a panel
- Introduce a speaker at an event
- Emcee an event
- Present an award
  - Teach a class
  - Guest lecture for a class
  - Teach a course
  - Give a tour
  - Interview someone
  - Be interviewed by someone
  - Be a guest on a radio show
  - Deliver a workshop
  - Give a demonstration



# *Content Marketing*

Content marketing is a fancy term for a new-ish movement in the marketing world. Savvy businesses – especially those selling expertise, advice and non-commodity type products have turned away from old school advertising and promotion to creating content that sells without being “sales-y.”

Using content helps prospective clients get to know you, your expertise, your style and the unique value you provide, without your physical presence.

## Content is your marketing workhorse.

One of the best features of content marketing is how it helps you leverage your marketing and sales efforts. Instead of making sales calls and meeting with prospects one-on-one, your content reaches tens, hundreds or thousands of people. Content works for you, 24-7-365.

So what’s “content”? Basically, it’s anything that you create and upload to your website. Often, it’s intended to educate or enrich your target audience.

**Content on the web is like magic! It works for you 24-7, attracting clients, and educating them on your unique value so that you don’t have to chase.**

## Here are a few content marketing ideas:

(Notice that you’ve already seen some of these under Publishing or Speaking? Ah, now you’re getting it! It’s the power of leverage, baby. Create something once, and reimagine it lots of different ways.)

- Create a video
- Create a video series
- Write a glossary of industry terms
- Create a “Beginner’s Guide to…”
- Create a slideshow
- Create a demo
- Post a webinar
- Record a podcast
- Create a checklist
- Create an online course
- Hold a contest
- Feature a client or customer’s business
- Create a PDF
- Create a PDF series
- Publish a custom magazine
- Post an infographic
- Share your industry’s best practice guidelines
- Recommend a list of resources, experts to follow, local businesses
- Share a blog or newspaper article & invite your readers to comment
- Conduct a poll
- Conduct a survey and share the findings
- Share your tools of the trade
- Profile a new staff member
- Talk about products or services you have in development and ask for feedback
- Publish an event summary
- Post a Tip of the Day
- Write a short course on your topic and send it to your subscribers via autoresponder



Public relations or PR is the practice of influencing and shaping the public's perception of your company, your brand, service or products.

It's not just for celebrities gracing the covers of glossy magazines or Fortune 500 companies with an army of publicists on the payroll. You can harness the power of PR to make the right people fall in love with your business.

Why is PR so powerful?

## PR has 5 to 7 times the value of advertising.

Let's face it – readers and listeners are skeptical of advertising. They view it as self-serving boasts. PR however, is seen as news, news that's been vetted by an independent party – the reporter, editor or producer.

So what are you waiting for?

Get the word out.



If I was down to my last dollar,  
I'd spend it on public relations.



– Bill Gates, Founder of Microsoft

## Ways to get the word out:

- Sign up for ReporterConnection.com
- Sign up for HelpaReporterOut.com
- Follow reporters on Twitter
- Pick 5 reporters whose work you like, comment on their stories regularly
- Send a reporter/editor a story idea that has nothing to do with your business
- Check out HolidayInsights.com and pitch a story to the media, relating your business to one of the events
- Write a press release
- Post the press release on company website
- Post the press release on your Facebook page
- Post the press release on your LinkedIn page
- Send a link to your press release to a LinkedIn group
- Distribute your press release via free services, like PRlog.com
- Distribute your press release via paid services, like BusinessWire.com
- Apply for an award
- Add the word "expert" to your website's title tag
- Create an award
- Profile your company on Wikipedia.com
- Create a social media news release on PitchEngine.com
- Host a giveaway
- Start an internet radio show
- Start a web TV show
- Start an association
- Start a movement



# 90 DAYS TO FAME

## Sample Roadmap & Worksheet

Here's a sample fame-building plan to get you started. I've included time targets to make it easy to plug them into your calendar. The next worksheet is a blank three month calendar. Fill it in with your fame-building activities over the next 90 days.

FREQUENCY	ACTION	TIME TARGETS FOR CALENDARING
Daily	<ol style="list-style-type: none"> <li>1. Twitter tweets, Facebook comments</li> <li>2. Blog/article reading and commenting</li> <li>3. Scan media-seeking-experts services for opportunities that are a fit for you (or a colleague!)</li> </ol>	15 minutes 20 minutes 10 minutes
Weekly	<ol style="list-style-type: none"> <li>1. Publish one blog post</li> <li>2. Follow up on 2 speaking/interview opportunities</li> <li>3. Brainstorm 3 article ideas and pitch to reporters &amp; editors (at least one should *not* be about your business)</li> <li>4. Review LinkedIn, update your LinkedIn status</li> </ol>	30 minutes 15 minutes 30 minutes  5 minutes
Biweekly	<ol style="list-style-type: none"> <li>1. Schedule Twitter/Facebook updates</li> <li>2. Contact 3 new organizations about guest speaking</li> <li>3. Write a guest blog post for another website</li> <li>4. Article publishing</li> </ol>	1 hour 30 minutes 1 hour (make 'em shine!) 2 hours
Monthly	<ol style="list-style-type: none"> <li>1. Deliver a webinar</li> <li>2. Search for new speaking, guest posting and article publishing opportunities.</li> </ol>	1 hour 2 hours
Quarterly	<ol style="list-style-type: none"> <li>1. Create your blog editorial calendar for the next quarter (the individual blog topics you'll write/talk about.)</li> <li>2. Create one piece of "cornerstone content" on your topic. (Ebook, free high content video series, blog post series, pdf, etc.)</li> </ol>	1 hour  8 hours (make it gold)

# 90 DAYS TO FAME

Worksheet

Week 1

Week 2

Week 3

Week 4

Month 1

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Month 2

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Month 3

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