

How to Become Known In Your Field of Expertise



We know people do business with people they know, like and trust. So how do you build credibility and get found online?

Using technology in the right way is by far, one of the best marketing tools for fast growth. When you expand your reach and build your credibility, more people will know about you and you'll become known as the go-to

person.

One marketing strategy to become known as the go-to person is through Article Marketing. Article marketing is where a business owner writes articles about their field of expertise. For example, if you have an accounting practice, you may write an article on a timely topic, such as ways to save on your taxes during tax season. If you're a chiropractor, then you can write an article on how to minimize allergies at the beginning of Spring.

Once you write the article, submit it to article directories or to authority sites where your prospects hang out. Article directories that receive a lot of traffic and good web page ranks are considered authority sites by search engines leading to high traffic. As people search on your topic, they will land on your article on one of these authority sites. At the very end of your article is your biographical summary complete with your contact information sending you valuable, targeted traffic.

I've implemented this marketing strategy for years helping to educate small business owners on topics in my Entrepreneurial Edge System™, including attracting clients, marketing strategies, and lead generation. As a result, quite a few authority online sites such as Huffington Post, CareerBuilder, RainToday.com and CNN.com have published my articles. When my article, [You Have a Lead Generation System, but No One Is Buying. What's the Problem?](#), was published on RainToday, it also received a [Reader's Choice Award](#) extending the publicity and traffic.

Imagine being able to use those logos on your website, business cards and social media. It's an impressive way to show off your expertise. By writing high-content articles, you also start to cultivate that trust factor.

With article marketing, you not only educate your prospects, you will drive traffic to your website by leveraging technology. When you systematize so that your article marketing happens consistently, you will expand your reach and close the gap so people find you and you become known in your field of expertise.