



Expert Insight

Shared Learning For Faster Business Growth

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*One-Page
Newsletters
create the
framework you
need to
communicate
your expertise*



How to promote your professional services on a limited budget

7 ways to use technology to become an Obvious Expert™ in your field

“Obvious Experts enjoy a compelling advantage over their competition,” according to \$32,000,000 author **Roger C. Parker**. Obvious Experts are trusted resources whose advice and expertise are welcomed, trusted, and recommended.

When you become an Obvious Expert, prospects come to you *pre-sold* on your competence. This speeds sales and avoids pricing issues based on unfamiliarity and lack of trust.

Technology is the key

Technology makes it practical to promote Obvious Expert status.

- *Maintain constant contact.* You can keep in constant contact with clients and prospects without the costs of printing and mailing.
- *Educate your market.* You can show customers and prospects *what to look for* when buying.

- *Synergy.* You can create a powerful synergy between your online and offline marketing.

Here are some specific techniques for promoting your expertise:

1. Keep in touch for free

The Adobe Acrobat PDF file format permits you to distribute attractive, easy to read, One-Page Newsletter *for free* via e-mail and the Internet.

Monthly, educational, One-Page Newsletters *prove your expertise* without bragging or boasting. They are far more effective than four-page newsletters every other month.

Acrobat permits you to use type and layout to visually “voice” your One-Page Newsletter, *setting your message apart* from your competitors.

Will Reed, an expatriate American living in Tokyo for over 25 years, publishes two One-Page Newsletters:

- *Mind Mapping Strategies*, available at www.b-smart.net
- *Guerrilla Marketing Genius*, at www.gmarketing-genius.com.

Will recently commented: *“My One-Page Newsletters have opened doors for me and paved the way for unbelievable training, speaking, writing, and partnership opportunities.”*

Over....

Use design to reinforce your competence and expertise

Web Resources

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Expert

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Do you want to become an Obvious Expert?

Visit Roger C. Parker's www.onepagenewsletters.com and learn how to create an Obvious Expert program based on *consistency, education, and visual differentiation*.

For an *Obvious Expert Resource Kit*, e-mail Roger@onepagenewsletters.com.

2. Drive web site traffic

Flash Paper, a file format you create with Macromedia Contribute 2, permits you to display formatted newsletters on your website. Visitors can immediately *read and print them* without downloading. Contribute 2 also lets you update your website without knowing HTML coding.

3. Add a personal touch

Web audio permits you to add another level of persuasion and personalization to your web site. Let visitors *hear* your welcoming statements and client testimonials.

Teleconferences on low-cost rented *bridge lines* deepen relationships. You can expand upon topics introduced in One-Page Newsletters. Calls can be recorded and offered as free *MP-3 website downloads*.

4. Automate your marketing

Autoresponders can automatically fulfill prospect information requests. Each request can trigger a *sequence* of e-mails, greatly increasing your chances of making a sale. Autoresponders also make it easy to cross-sell, up-sell, and re-sell clients.

5. Write better in less time

Mind Mapping software helps you plan your marketing and write more persuasive copy. Mind Mapping helps you *harvest and organize your ideas*.

You can easily plan your marketing and prepare each issue of your One-Page Newsletter.

6. Publish your expertise

Print-on demand helps you publish a book that promotes your expertise without undue financial risk. Books are only printed *after* they are sold.

7. Learn from your market

Surveys make it easy to identify your market's information needs, test market offers and messages, and find out why visitors leave your website without buying.

Keys to success:

- *Use multiple technologies.* Use autoresponders to distribute your surveys, for example.
- *Commit to consistency.* One-Page Newsletters keep you constantly in front of clients and prospects.
- *Always look your best.* Use design to reinforce your image.
- *Educate, don't advertise.* Let your ideas speak for themselves.

Like to be featured in an *Expert Insight* newsletter?

If you have practical "how to" information you would like to share with *EA-Tokyo* members while *promoting your business at the same time*, contact **Jonathon** at:

- **090 9332 3210**, or
- info@businessgrow.net to discuss your ideas and pricing.

'Expert Insight' prepared by Business Grow. e-mail: info@businessgrow.net

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