

Have you found the key to being recognized as an expert yet?

If you're like most small business operators, you know what you're doing in your chosen field. (The ones who don't usually are not in their field for very long.) You're all set for your big break - - - when the magazines or TV crews come calling on you looking for a big interview. But so far, your phone's not ringing and no one is looking at you as ***the expert*** in your profession.

Stop waiting for it to happen! Begin sharing some of your biggest, brightest ideas today and claim your expert status by getting published. Your status as a successful independent business person is all you need to qualify as an *expert* and get you started.

Regardless of the kind of business you operate, you have specific knowledge that you can use to:

- Position yourself as an expert in your field
- Publish articles to attract attention and new prospects
- Move your website closer to the top of search engines

Once you share some of your valuable expertise by getting published, it won't be long before you start attracting the clients your business deserves. And, publicity like this can be had at little or no cost to you.

People believe what they read. Today, people are reading more than ever thanks to the internet, newsletters, blogs, and countless websites. There are so many avenues for getting articles published on the internet that your biggest problem will be selecting the publishing outlets that are best for reaching your target audience.

Take for example the tried and true news release. Years ago, you would post your release in the mail and hope it would reach the right desk at the exact time that your writer needed an idea. And you hoped your idea would appeal to her. Today, it is possible for that same news release to get exposure to hundreds of syndicated news organizations through free online press release distribution services. That same release can then be posted on your company website or blog, sent to your professional contacts as a newsletter and finally posted on the sites of organizations such as World Wide Networking Online, creating a presence for you and reaching potential customers far beyond what your normal distribution and local contacts would yield.

The fact is that sharing what you know is the key to establishing yourself as an expert. Doing so demonstrates that you have the confidence and the know-how needed to solve your clients' problems.

Not comfortable writing about yourself? Let me do it for you. My name is Barbara Comiskey of Comiskey Communications. Inc. where our goal is to deliver your message to your target market using creative, cost effective marketing and communications strategies.

Our Promise is to provide you with results oriented consulting services and solutions designed to fit your business needs and your budget. Call us to discuss all your marketing and communications needs at 216-289-0395 or info@comiskeycommunications.com

Marketing Makes the Big Difference!