

How to Use Social Media to Establish Yourself as an Expert

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Introduction

Do you have a skill or talent that no one else does? Do you have a lot of experience in your area or niche? Have you used it to help others? Have you written books on what you know? Being an expert provides many benefits. People look up to you. They respect you. You gain a lot of recognition from the media and the public.

It used to be years ago that in order to be known as an expert in any given field, you would need plenty of knowledge and experience. You would need to have someone else consider you as an expert.

But today, with blogs and social media, you can become an expert faster than you think. You don't need a lot of working knowledge of a subject, all you need is some knowledge of a particular niche and publish content related to your niche on a regular basis. You can also build social media communities and practice some search engine optimization fundamentals.

Basically, to gain recognition, you need to rise above the crowd. You need to have an edge over the

competition. You need to become slightly famous by establishing an expert reputation.

Believe it or not, experts are in demand more than ever today. If you are an expert at something you will end up getting more business and will be able to command higher fees. You would be surprised how many times a newspaper reporter would seek you out because you happen to be an expert at something. Experts are constantly being looked for. Who do you think speaks at conferences and seminars.

Being an expert will help you gain a lot of respect among your peers. They will turn to you for help and for answers when they need it. Even the Federal Government will come looking for you for advice or assistance.

All you have to do is speak about what you know in forums, blogs, social media sites, and by writing articles that you post in article databases and other places.

If you do this on a regular basis, people will begin to see your name everywhere. Eventually, when they see

you cover a certain topic on a regular basis, they will recognize you as an expert in that area.

An example of this would be someone who created a column about fixing Windows Vista problems. This person would write an article for his column on a weekly basis with his name, email, and website attached. Well, eventually, he began getting a lot of people sending him emails, asking questions about Vista. He became known online as the Vista expert.

There is another example of Bob. Bob was a PR rep. He worked for a public relations firm and had been working there for about 10 years. Finally, he quit and went on his own. He signed up with all the social media sites and also started a blog of his own. He began to write articles for his blog. He connected his blog to Facebook and Twitter. Before long, his articles began to show up on Facebook. He even tweeted some of what his articles were about. Within six months, he was known as the social media expert.

If you are looking to be an expert in a certain field or niche, or even in social media, it won't take much to do it. All you have to do is take the right steps and by

doing so, you will be recognized as an expert in many social media circles.

In order to help you get to the level where you will be recognized as an expert with social media, I have provided 12 steps to help you. Follow each step closely and by so doing, you will be recognized by social media as an expert.

Part One:
**How to be an Expert and How
to Recognize One**

How is an Expert Defined?

The context of this e-book is to help you learn how to be an expert at something so you can be recognized as one when you get on social media sites.

Here is a question I was asked the other day. What exactly is an expert?

To answer that question, let's evaluate some key factors or what characterizes an expert.

- **Knowledge-base:** An expert will have immense knowledge about a certain subject. It doesn't matter what the subject is, the expert will know more about it than anyone.
- **Experience:** An expert will be the person who has had extensive amount of time working with the knowledge he acquired. This could be five, ten, twenty, or thirty years. Whatever the time frame may be, the expert has to have used what knowledge he has on a given subject during this period.
- **Ability to communicate:** The expert needs to know how to communicate his knowledge to

others. How can he be an expert if he is unable to tell others what he knows. Without the skill to communicate, he can't solve problems and will be left in the dust when someone comes along with the same knowledge and skills, but knows how to communicate.

- **Being connected:** Experts are usually connected to other experts or to a community in some way. They may attend functions with other people of like mind, or they may attend seminars where others in his niche may appear. Basically, experts are not afraid to connect to others. By doing so, they can share what they know and can help other people.
- **Curiosity:** What makes a person an expert is that they are curious about the field they know a lot about. They are not simply bystanders. They know their limitations and seek out to grow and expand. They are always learning new things.

How to Become an Expert?

The object of this book is to teach you how to be recognized as an expert with social media. But before you can get to that level, you first have to become an expert.

So how do you become an expert if you are not now one? Here are some key ways you can gain expert status:

- **Constantly learning:** Being an expert means being willing to expand your knowledge of what you know. It means educating yourself so you keep on top of your niche. You cannot ever say you are done learning for there will always be something new to learn. If you want to be an expert, you must learn to invest in yourself.
- **Networking:** Build strong connections with other people in your field. You have to seek out people in your niche and be willing to help those less knowledgeable than you. You also need to promote yourself to others. If you are not sure how to do this, take a course in it. But you must

learn to promote yourself, if you want others to know about you and what you stand for.

- **Practice:** To be an expert means to practice what you preach. If you know something others don't know, show you know it by living by it every day. If you know how to tune up a car like no one else does, do it on your own car first. Set the example for others. If you do, people will look up to you, knowing you are truly and expert.
- **Presentation skills:** Learn to use whatever technologies are available to you, so you can present your expertise to others. This means using whatever is available to you including your website, PowerPoint, the mail, e-mail, writing, drawing, public speaking, or whatever medium you choose to go with.
- **Sharing:** As an expert, do your best to share your knowledge and experience with others. If you know something that can help someone else, share it. By helping others you in turn help yourself. By doing this, when other people know

you need an expert, you'll be there for them to come to.

Does doing all the above mean I will be referred to as an expert. Well, yes and no. You will be on your way, but you have to meet the following qualifications to be recognized as an expert in regular circles:

- **Commitment:** Experts are enthusiastic about their fields of expertise. Being committed to something is what keeps them wanting more. It keeps them learning so they will be able to keep their expert status.
- **Authenticity:** You can spot a real expert because he will express his knowledge and experience in such a way that you will know he is legit. The expert basically practices what he/she preaches.
- **Openness:** An expert is willing to openly share his knowledge with someone else. The only people who keep trade secrets are those who aren't confident in their abilities. They fear others will take what they know and they will lose out. The

only exception to this would be a clown or magician.

- **Open-mindedness:** Experts are always looking for new ways at solving problems. They will take note of mistakes by the amateurs and understand why the mistakes were made. Then take the steps to correct the mistakes. Amateurs think they have all the answers. Experts know they don't and take the steps to make corrections when they need to.
- **Clarity:** An expert should be able to explain to you what he is doing and why. Although it is true that each industry or niche has a jargon all its own, but the expert can still explain in simple terms what he/she is doing and why it needs to be done that way. If the expert can explain in a clear language that you can understand, you are probably involved in a scammer or rip off artist.

Part Two:
Eight Steps to Social Media
Expert Status

Step 1: Choose a Specific Niche

If you ever talk to an expert, you will find that he/she knows a lot about one specific thing. This one thing may be cementing steps, or painting a wall. Whatever it is, there is one thing for certain. The person knows this subject more than anyone else does and has enough knowledge and experience with it he/she can help others learn about it.

For example, I knew this lady, whose name was Nancy. She was an expert seamstress. She did it for so many years she became an expert. In fact, she even knew shortcuts that no other seamstress knew about.

Well, everyone in town got to hear about Nancy. Soon not only did Nancy get a ton of business, but also got invited to give talks about her craft.

Another example is Gary. Gary was a physical therapist and psychologist. He practiced in a small town in Arkansas. He ran his practice for nearly 20 years. After a while, he wrote a book about his practice, the common problems with the brain and human behavior, and how to resolve it. Before long, he had a ton of

people coming to see him. He was also invited to give lectures.

Gary was a very well liked guy. He cared for people, and people saw this in him. Before long, he was known in the town as the resident human behavior expert.

The more specific you can be in the field you choose, the faster you'll find success and become recognized as an expert. The key is to know more about something than anyone else does.

Step 2: Get a Keyword Rich Domain

After you have decided on your niche, why not start a website dedicated to that niche. When you do, you will want to create a name that has keywords related to that niche.

A good example of this is if you are great at Windows Vista, you might want to create a domain advertising your niche. In this case, you might want to go with www.howtofixvista.com or something like this. By creating this kind of site, people will recognize you as the Vista expert and will go to you for help.

Now here is one secret to getting yourself recognized as an expert on social media sites. This is not the end all, otherwise there will be no need for you to read the rest of the book.

The one secret is that when you have your domain picked, create a web page that will feature content that focuses in on your niche. When you create your web page, or pages, you will place content on it that only relates to the theme of your site or the name of your domain. So if your domain is about fixing Vista

problems, the only thing you will have on your web pages will be content related to fixing Vista. This may be articles, scripts, patches, programs, or all these.

The main concept here is to remember to use the keywords for your niche when you create the content for your site. Whatever the keywords you used in your domain name, you will also use these keywords in your web pages. This way you will get picked up by search engines quickly.

By the way, I stated creating web pages. It will be an excellent idea to create a blog page along with your other pages. This way you will have a page dedicated to your own personal content. Plus, by having a blog, you can place comments on it faster. This will also help with search engine positioning.

Step 3: Publish Content Every Day

Once you have your website up, it is imperative that you start filling your site with content. This is an absolute necessity. The faster you begin filling your website with content, the faster your site will get indexed, which in turn will speed the time for you to reach top position in search results.

Here is an example of this. I know this guy. His name was Fred. He was an expert in the niche of C++ programming. He did this type of programming for a number of years. He was referred to as the C++ expert at his job, because he did it so well.

One day he was logged into Twitter. He read a post by someone about C++ programming. Suddenly it dawned on him that he could help this person. So he set up a website and placed content on it about C++.

He went to Twitter and found the post or tweet from the guy, who posted his problem with C++. He received his reply in a day. The guy thanked him for his help. Before he knew it, he became the C++ expert on

Twitter. And it all started with him developing a website, showcasing his expertise.

Any time you add content to your site, even if it is your blog, make sure it is only about your niche, based on the keywords you selected for your domain and web page. You wouldn't want to write an article about how to fix a monitor if the site is about fixing Vista problems.

It is great if you can publish something new at least three times a week, but it would be even better if you could do this at least once a day.

Keep in mind that even if you write stuff today, your articles or content may not get read for a while. But that is okay, for the content will be in place for days, weeks, months, and years to come.

As for article length, don't worry about it. You can create a blog post between 250 and 400 words. If you are creating content for a standard web page, the word count can be between 400 and 500 words.

Step 4: Set Up Social Media Channels

After you have enough content on your site, you can now gather attention to it. For this step, you will need to sign up to each social media site you can. If you have already done this, you can go on. But if you have not, the main social sites that get a lot of attention are Twitter, Facebook, YouTube, MySpace, LinkedIn, and Digg. There are many others. You can go to Google and type in “social media sites” for a list of them.

All you do is get on each site and make connections with people. When you are on the social media site, make sure your profile reflects your niche and what you do. Then as you connect with people, point them to your website. They will want to see for themselves what you are trying to say and will go over to your site to see.

An example of setting up a niche on social media sites is John. He went on Facebook and Twitter. He signed up advertising his expertise in his niche. He began to connect with people, letting them know of his expertise. It didn't take long before he was contacted by many people. He became the resident expert.

Keep in mind one thing when you are setting up your profile on each social media site. Use your most important targeted keywords in your title and URLs. And make sure to provide a detailed description of who you are and what you do. Don't forget to include a link to your blog as well as your website.

And when you set up your blog, include icons for each social media site you belong to. This will help you gain visibility on each social site.

Step 5: Write Posts on Your Niche Topic

At first, you may not know what to say when placing comments on Twitter or Facebook, or even LinkedIn. This happens all the time for newcomers. This can easily be corrected by simply focusing in on your niche market. When you do this, you will have the opportunity to write about a ton of stuff related to it.

If you want to be recognized as an expert on social sites, you have to write about what you are an expert at. If you are looking to write about a certain subject, but aren't sure if any of your followers might be looking for this type of information, you can always go to Google's Keyword Tool and type in the name of your niche and see what keywords come up. This way you will know what people are keying in.

Once you know for sure what people are looking for, you can write your posts and comments based on this info. When you do this, you will drive interest very highly. People will see that you have the expertise to help them with their problem and at that time they will be willing to connect with you.

By having a lot of people connect to you, eventually, you will be classed as an expert in your field or niche market.

When it comes to the keywords you looked up, keep them handy. This will help you focus on which article or post to write next. The more bases you cover, the better chance you have of getting that runner home.

Here's a good example of someone who had a niche and wrote posts related to it. David had a niche. He was an article marketer. He did this for 10 years. He kept up with the industry and found trade secrets on how to perform article marketing in ways no other marketer knew about.

He had a nice website where he wrote articles about article marketing. He covered several different subjects related to article marketing. One day, a friend of his told him to take advantage of social media. At first he didn't care. But he decided to do something about it. He signed up with Facebook, Twitter and LinkedIn. He set up his profile. In his profile he emphasized his knowledge of article marketing.

It didn't take long before he began to connect with people. When he did, he talked about article marketing and pointed to his website. Every post he wrote was about article marketing. He included a link to his website. After a while he became known as an article marketing expert on Twitter.

Step 6: Develop Relationships and Links

When you begin posting comments on social sites you need to include your URL. The reason for this is quite simple. If you want good ranking by search engines, you have to get incoming links to your site.

Placing your URL in your posts is one way to get the incoming links. Also, another way to do this is by building relationships with other bloggers in your niche. By establishing relationships with other bloggers, and even webmasters who are in your niche, you can agree to share your content with them. They will in turn share what they have with their readers.

You can develop inbounds links in many other ways as well. These include website directories, article marketing, reciprocal links, and guest blog posts.

What you have to keep in mind is that when you place your link in a post, the post has to be relevant not only to the link but to your niche as well. You would not want to leave link about flowers in a post about Windows Vista.

Also, you must make sure that all return links to your site are also relevant to your niche. If they are not, they won't be relevant. As such, search engines may just penalize you for doing it. So be careful about those inbound or incoming links.

Now a word or two about relationships: It is to your benefit to develop as many relationships as you can. The more relationships you create, the better you will be. The reason for this is because more relationships mean more support and greater promotion. If you have many people who have developed relationships with, your odds are better you will get help in promoting your website. Not only that, but this will also help you become an expert in your niche, as you will have plenty of supports who will acknowledge your status as an expert.

Step 7: Be an Expert in One Thing Only

The best way to be an expert with social media is to be an expert at one thing only. If you are an expert at one niche, you will have a stronger showing.

You may not realize this but anyone who is an expert at one niche will be the “go to” for everyone, especially if there is a specific need in that area of expertise.

It is so important to focus on being an expert at one thing simply because by doing so, people will give you more support.

I remember when I was a kid, I heard someone say that if you are an expert at many things, you will be an expert at nothing. How true that is.

It is vital that you pick one niche and be good at that. This is like being a specialist. Being an expert at one thing not only entitles you to be the best at one thing, but you will be looked at as the main source to go to. You will be looked at as the go-to guy because you know more about your niche than anyone else.

And what is even better is that you can get paid higher wages because you specialize. This is why I cannot emphasize this enough.

Social media outlets love it when you are an expert. You will find this out when you join social media sites and promote yourself as the resident expert in whatever your niche is.

I remember this guy, Jim, I believe. He was a plumber and knew something about electricity. He knew more about plumbing since he worked in this area a whole lot younger.

He tried to act as a plumber and electrician. One day he was invited to a seminar being given by an electrician union. When he went there he realized he didn't know much of anything.

He couldn't represent as an electrician since he did not know enough to be an electrician. So he leaned in the direction of being a plumber. That is what he knew and that is what he focused on.

Step 8: Keep Track of Your Niche

If you are going to be an expert at your niche, you also must keep up with what is going on in your niche. What kind of expert would you be if someone were to ask you a question that only someone in your niche would know, and you had no clue how to answer it.

Once you become an expert at your niche, you absolutely must keep your knowledge going in your area. If you don't keep up with your niche, you will lose your status as the expert.

For example, Ed was an expert at movie making. He went to school for it and became certified. He got on social media and contributed about his niche in movie making. It wasn't long before he was getting a lot of questions about movie making.

But Ed made a big mistake. He didn't keep up with his knowledge. One day, someone on Facebook sent him a message that he could not answer. He did not reply to it. Instead of responding and letting the guy know he'll get back to him later, he ignored the person completely.

About a couple of days later, he logged on and found the post. He was shocked to find someone else answered the question. He checked the profile of the person who answered the question and found that the person was knowledgeable about movie making. He was not an expert, just had some knowledge about it. Apparently, he had enough knowledge to answer the guy's question. Because he did this, he began getting questions that Ed used to get. Ed lost his expertise because he did not keep up with his niche.

Finding a Niche is Key to Expert Status

I believe after you have had a chance to read all the steps in this section, you will now have a greater understanding as to why you need to find a niche and work with it.

You must be so much into your niche that you are the only one who knows a lot about it. If you want to be the go-to guy, as I mentioned earlier, you must be so knowledgeable and experienced with your niche that if someone were to ask you a question, you can answer it quickly.

Once you have worked in your niche for quite a while, you can show your expertise on social sites. Just sign up, set up a profile advertising your niche, and share your knowledge with those you connect to. If you do this on a regular basis, you will be surprised how many people will look to you as the source of info for your niche.

An example of this is a person who has a great niche on baseball. Here is Andrew. He is an avid baseball collector. He has collected nearly every baseball card

since they began to get printed. He studied baseball. He researched every player. He knew more about certain players than anyone. He began to write articles about certain baseball players.

Eventually, he got on social media sites, and began sharing his knowledge about baseball players. He started to get a big following. People began to ask him plenty of questions about baseball. He was able to answer them all truthfully.

After a while, he wrote a book on baseball cards and had it published. Once it was published, he went on social media sites and talked about his book. It didn't take long before people were buying his book. He sold 100,000 copies within a month.

He was known in social media circles as Andrew the Baseball Collector.

If he can gain expert status, so can you. Find what you are passionate about. Find what you are better at than anyone and claim that as your niche. Maybe you know how to fix computers better than anyone. Maybe you have a knack for cooking. Whatever skill or talent

you may have, and you can do it better than anyone, that is your niche. You have to exploit it to your fullest potential, since that niche belongs to you.

If you do this, and spread your info to social media sites, it won't take long before everyone will know you as the expert at your niche. This will be a boost for you and will also boost your company you represent. That in turn is worth a lot online. So don't overlook social media.

Part Three:
You and Social Media

Why be an Expert on Social Media Sites

So why should I become an expert on social media sites? Well, think of it this way. If you have an Internet business, but things are kind of drifting along, you need to boost yourself and your company for others to see.

In normal cases doing promotions is enough. But this is not always the case. However, if you are willing to share your knowledge, you will find just how fast people will recognize you. Before long, you will be an expert in your field.

There have been many companies that shared their knowledge with others. Ford Motor Company did it. IBM did it. Microsoft did it. Every major company took steps to share their knowledge with others. After doing this, they became known as the experts of their craft or field.

In my many years of working in accounting and IT, there is one thing I found that helped me become an expert on social media sites. Whenever I had a customer that was dissatisfied with my products or services for any reason, I did not forsake getting in

touch with the customer, by means of Twitter or Facebook, and do my best to resolve the issue. Not only did I take care of my customer, but my customer told me I appeared to be an expert in my field because I was quick to resolve the issue.

My customer told me about dealing with other companies, and how the companies took their time to help. She told me if the company knew their product well enough, they would be willing to give her help and assist her quickly.

Another way to be an expert on social media sites is to appear to others to be an expert. You may want to find potential customers and let them know who you are and what you do. When the potential customer checks you out and sees you are the expert, they will welcome you, and come to you again and again for advice.

When you can reach multiple markets at a time, you are then able to declare yourself an expert. This you can do with social media. All you have to do is sign up and set up a profile about you and what you are an

expert in. Then, connect with others and share your knowledge and expertise with them.

One way you can boost your expertise status on social sites is to help others with their problems. For example, if someone has a question, you could really add to your credibility as an expert by answering that question. LinkedIn has a feature called Answers that allow you to do this. The more questions about a certain niche you answer, the more likely you will become known on LinkedIn as an expert in that area.

It's All About Social Status

You may think this is crazy talk, but in a way, to be an expert, you have to be on social media sites. You can't very well be an expert on social sites if you are not on them.

When you get on social sites, establish communities where you can show off your knowledge and expertise on a particular subject. This is very important. If you are not on social sites, how can you establish yourself as an expert.

It doesn't matter what your trade or business may be. If you are an expert and you know something no one else does, why not get on social sites and let others know this. You are not only telling others about your expertise, but you are also helping others.

You can also help yourself by having others promote you as well. You would be surprised by how many followers you can get on Twitter, or how many connections you can make with Facebook, if you allowed them to promote you.

If one person tells another, that person will tell another, and so on. This is how promotion works. It is viral. Just tell one person, and before too long, well over 1000 people will know.

Social Media Status Means Followers

The more followers you have, the more likely your status as an expert will grow. This is because when they know you, they will come to you for help all the time. They will also connect to others. If the other people have a problem you can handle, your follower or connect will refer them to you.

It works this way on Twitter and Facebook. It also works well on LinkedIn as well. Not only do you gain a bunch of followers and friends, but you also have a community that you can go to time after time to help and offer knowledge that just may solve a problem.

Think about this the next time you go on a social media site. Get involved and become an expert in no time.

Wrap Up

As a person who is an expert at something, you want to have the chance of sharing what you know with others. You want to help other people with a problem they may have.

The question is how do you go about it? The first thing you need to do is decide if you are an expert at something. There are steps you can take to evaluate if you are an expert. If you are and can be recognized as an expert, you will have taken the right step.

Let's say you read qualifications and find that you do have what it takes to be an expert, then the next process is to find a way to help others.

You can help others by simply getting on social media sites and spread the word. It is really that simple. Social media is really growing fast today and by taking advantage of that you can really boost yourself as an expert quickly.

I have given you eight steps you can use to make yourself an expert on social media sites. What you need to do is read over each step and make it happen.

The steps are pretty well outlined. You just have to read them over and follow along one-by-one. You not only get good advice but if you follow it, you will find that gaining expert status won't be too time-consuming or hard to do.

Keep in mind that social media is here to stay. If you are an expert at something, why not share it with others by joining a few social media sites and get connected with people. Once you do this, you will find how quickly people will look to you as the resident expert on a particular subject or niche.