

Marketing Your Product or Service

3 Ways to Become Known as an Expert in Your Field

No matter what product or service you sell, as a small business owner, your greatest commodity is really you—the person behind the business. Sharing your expertise and experiences with others is a great way to gain recognition in your industry—and can be a gateway for new business. Try these tips for marketing yourself as an expert:



1. Teach a class.

You don't always need an education background to teach others what you know. Local universities or community colleges often seek teachers with practical experience to teach business courses. If you don't have time to take on an entire class, consider being an occasional speaker. Or you can take your teaching online with sites like Skillshare that offer virtual courses taught by actual practitioners. Anyone can submit an application to teach a class. Check out the site for more details.

2. Contribute to a blog.

Your business' blog is a great platform for sharing your thoughts. But you can widen your audience by being a guest blogger. Look for well-read blogs within your industry or in your community. Follow them for a few weeks and comment on articles that interest you, and then offer to contribute something yourself. Make sure your idea has broad interest—a trend you've noticed or a lesson you've learned—rather than just offering to write about your business.

3. Speak up.

Join the speaking circuit on a local or national level. Look for civic and business organizations within your community that hold regular meetings featuring guest speakers. Or if you want to take your talk on the road, trade associations often feature speakers at regional or national meetings. Again, develop a presentation that focuses on your industry or personal experiences. No one wants to hear a speech on the history of your business.