

Set Yourself Up as an Expert

Brain dump how you could showcase your expertise. Then pick the one you want to start with and get to work.

Blogs	Short, but useful	
Video Blogging	Facebook Live, YouTube, Instagram TV, your website	
HARO	Register as a source	
Trade Journals	Write many articles at once Have them flow together	
Speaking	Networking groups, conferences, conventions	
Teaching	Colleges and Adult Education Lunch & Learns for companies	

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Podcasting	Join a Facebook Group for connecting hosts and guests Be active	
Press Releases	One a quarter on the hot topic	
Community Newsletters	Write many articles at once Have them flow together Usually short sarticles	