

Become An Industry Expert ... In a Week!

SpeakerNet News teleseminar with Michael Soon Lee, CSP

I. YOU MUST FIRST BE AN EXPERT AT SOMETHING

A. What's An Expert?

"An accepted authority on a specific subject"

B. It's Easier To Become An Expert In A Narrow Niche

1. A niche is an identifiable group of people – not a topic
2. Who needs what you know?

C. Why You Want To Be An Expert

1. Experts get paid more because they're specialized
2. Experts get booked more before they're unique

D. How To Become An Expert

1. Training
2. Experience
3. Study – one hour a day for a year

II. WHAT INDUSTRY ARE YOU SPEAKING IN?

A. How's Your Industry Doing In This Economy?

1. What's the forecast?
2. Is the situation permanent or temporary?
3. Should you move to a different industry?

III. WHICH OTHER INDUSTRY COULD YOU SPEAK IN?

- A. Is your expertise easily transferable?
 - 1. Develop interchangeable knowledge
- B. Would you have credibility?
- C. What would give you credibility?
- D. Who would give you credibility?
- E. Do your homework
 - 1. What are the major challenges?
 - 2. What terminology do they use?

IV. WHICH ASSOCIATIONS SERVE THE NEW INDUSTRY?

- A. There's An Association For Everything
- B. The Internet Public Library (Associations Online)
<http://www.ipl.org/div/aon/>
- C. Google And Yahoo Search
- D. The Directory Of Associations
<http://www.marketingsource.com/associations/>

V. WHAT AN ASSOCIATION CAN DO FOR YOU

- A. Exist To Serve Their Members
 - 1. Can hire you to speak

2. Can run your article in their magazine or newsletter
3. Can sell your products to their members = \$0 marketing cost
4. Can give you access to members

B. Can Provide You With Instant Credibility

VI. GETTING STARTED WITH ASSOCIATIONS

A. Start Locally And Expand

1. Local chapter
2. Regional chapter
3. State chapter
4. National association

B. Offer Something Valuable To Its Members

C. Expand Your Influence And Expertise

1. Write books
2. Develop other product for the industry
3. Look for other industries to diversify into

ABOUT THE PRESENTER: Michael Soon Lee, CSP, was a recognized expert in the real estate and new home construction industries until they collapsed. Taking what he learned from 20 years in the speaking business he positioned himself as an expert in healthcare in less than a week. Michael is the author of eight business books and dozens of products many of which are sold by associations to their members. Michael's clients include: the American Medical Association, the National Association of Court Reporters, The National Association of Music Merchants, the National Association of Realtors, the National Music Dealers Association, the National Association of Home Builders, the Credit Union Executives Society, Coca-Cola, Boeing, General Motors, and over a thousand others. He can be reached at (800) 417-7325 and his website is: www.EthnoConnect.com.