

## 21 Solid Tips For Becoming An Authority In Your Expert Niche

by GregDeTisi - Wednesday, April 14, 2021

<http://THE SMALL BUSINESS GROWTH BLOG.COM/2021/04/14/becoming-an-authority-in-your-expert-niche/>

## 21 Solid Tips For Becoming An Authority In Your Expert Niche

21 Solid Tips For Becoming An Authority In Your Expert Niche

So here we are in 2021, and we have just gotten through the Covid pandemic. I say gotten through, but what I really mean is that we are dealing with it in the best ways we can of course. But in this time there has been significant shifts in the ways businesses are ran and operated, and some businesses have sadly failed and others have emerged from a result of this.

**And others that have been around for a century, are now invalid through the behavior of customers and as a result of these changes.**

**There are great shifts taking place and happening as we speak, and being in any business is not an any easy place to be for most.**

*Throughout my continued research as [a small business expert](#), I have noticed the trends, and also what crashes and burns; and the one thing I have noticed above all is the HUGE attraction of coaching. I am sure you have also noticed!*

However, this also means that there is starting ton become a HUGE saturation of coaches, trainers and mentors. Now I have been in life and business coaching since 2006, and I transitioned into consulting

several years ago as I work with less and enjoy supporting in a consulting manner. But for you it could be something entirely different, any this might mean mentoring, coaching training or something else.

But - what does this huge surge in popularity for coaching mean for you and me as experts? It means that we need to stand out even more and be the best we can be, otherwise we will drown in a sea of similar professionals but there are also many amateurs and it is very saturated now.

**Today there are now many experts in many niches out there, which is great, but in my view, it is becoming increasingly difficult to stand out, because of the rise in popularity. So there is no option but to become greater than the rest in some way, in order to sustain yourself and be the number choice as a 'go-to' expert, otherwise you or anyone else could sadly fail.**

WHAT IS YOUR EDGE?

FIND IT! USE IT!

## 21 Solid Tips For Becoming An Authority In Your Expert Niche

**The trouble with this popularity means that it has also bred a surge in 'so-called' leads experts who ALL seem to think they are the ONLY answer to high paying clients for you. Have you see them? I am sure you know the types who believe that nothing else works other than what they teach, right?**

Everyone these days seems to have that magic button or pill for coaches and trainers, and there are also those who claim to be attraction experts, coaching support professionals and more; and so many coaches desperately wonder what to do, and who to get help from.

Many coaches and mentors struggle to get enough income and clients and they don't stand out, so the trouble is that they don't get enough [high paying accountable clients](#), so they become desperate and work for less money with anyone.

Some coaches will buy into the other experts who claim to help them - but who don't deliver results very often a they are often not experts.

**What is the solution?**

From my experience, the solution is to create a role for yourself which means being the best you can be and in always getting better at what you do. YOU now have to show others that you are the person they can trust, rely upon and buy from.

You need to be able to get results and to get referrals from your work if possible. What does this mean? It means charging respectable prices and working with those whom you want to work with DEEPLY.

CHARGE MORE AND WORK WITH LESS. Now I am sure you have heard this before, but are you doing it? And are you still only working 10N1 as a primary source of income? If that is the case then keep reading, as I will show you what to do about it.

### 21 Solid Tips For Becoming An Authority In Your Expert Niche

My  
first  
questions  
are:

**What do you wanna be?**

**A CONSULTANT, A MENTOR, A TRAINER?**

**Do you know what is your niche going to be?**

**Why do you want to be in this niche?**

**How will you outperform others in this niche?**

**Where will you find high paying decent clients?**

**IMPORTANT: If you are not totally passionate about the area in which you wish to help others in then you really shouldn't be operating in that niche. You should be working in a role which you can love, you can excel in, you can deliver great results in, and you can be proud of the work you do because you really care about this niche.**

**Don't waste your time or others by doing something because you think it is EASY WAY OUT of starting a business, that is totally the wrong attitude to have. You should be training as you CARE ABOUT OTHERS.**

Do you really care about others? Then great as I do also, and you can build a truly life changing business and design a life of your making - and as one of the greatest coaches of our time says:

*“No matter your position, circumstances, or opportunities in life, you always have the freedom of mind to choose how you experience, interpret, and, ultimately, shape your world.” ? Brendon Burchard*

There is no doubt that IF you can apply these 21 tips you will undoubtedly stand out and become the best you can be, and there is no question that these have all worked for me. In fact I even wrote a book about my journey so I could share what it takes to go from wannabe expert to actually building and growing the brand. That was my 26th book and I intend to write more as it is one of my primary passions.

**It's all in this book:**

21 Solid Tips For Becoming An Authority In Your Expert Niche

**Right now I am not talking about my business and books, I am talking about your own business. So - let's back into it - and if you wish to read the book at some point then you can check it out of course as it will also help you to evolve your expert business.**

## **21 Tips For Becoming An Authority In Your Expert Niche**

I bet you have read a million posts on this last sentence alone right? Who hasn't! I mean everyone needs

high quality clients for their practice, in some cases this means repeat clients and high paying accountable responsible clients. Wouldn't that be e dream! well - if you apply what I share here you can ensure that you position yourself as an expert in your niche and moreover BEAT others in your niche.

### **How do I know?**

Because, I tend to beat others in my niche, as I have spent 15 years constantly tweaking, testing, trying, applying, growing and building my Small consulting business and on top of that - I have bought literally every program on this subject. I have also paid other experts well over £50k to train me in various areas so that I could become the best in my niche. Was all of that money worth spending?

Not all of it, as I know some of it, but I still spent it on what I knew would ensure I could be my best.

**What this means now is 'YOU' have to stand out even more.** You have to differ enough from nearest competition to beat them and make a living, which incidentally is no easy road either, as many new coaches have no idea how to sell, what to sell, and what their value is. So they try to simply appeal without valuing themselves enough to have self respect in what they can charge and who they can work with.

**With that said; I thought I would help those of you who are in this boat right now, and who may need some guidance from a seasoned Coach, mentor and now consultant.**

**The truth is that there is no easy way to suddenly jump into being an expert and suddenly earn millions, unless you are A) Extremely lucky B) Already experienced or C) Have a huge amount of money to invest to hire the best to help you create rapid results.**

If this is you then you will want to listen up and take notes on what I am about to share, not because I think that I am the answer to your problems, or that I am the one you should listen to above all, but because these tips are simply tried and tested and can be the difference between your ultimate success or ultimate failure. So it's up to you what action you take but I hope it helps nevertheless.

## **21 Solid Tips For Becoming An Authority In Your Expert Niche**

Let's get right into it - as I will share my experience with you now:

**1) BECOME A NICHE EXPERT AUTHORITY GO-TO LEADER - THIS IS YOUR ULTIMATE GOAL AND IN APPLYING SPECIFIC AND CERTAIN TOOLS YOU CAN BEAT OTHERS AND DOMINATE YOUR NICHE AND MASTER A SOLID BRAND. THIS MEANS GROWING A BRAND WHICH STANDS OUT AMONGST A SEA OF SIMILAR EXPERTS. THIS ALSO MEANS TRAINING WITH A RESPECTED COACHING AUTHORITY AND GET THE QUALIFICATIONS YOU NEED AS A PROFESSIONAL SUCH AS WITH THE INTERNATIONAL COACHING FEDERATION OR WITH ANOTHER PROFESSIONAL BODY.**

-

**2) OPERATE WITH TOTAL AND UTTER INTEGRITY IN ALL THAT YOU DO - THIS MEANS HONESTY, TRUST, TRANSPARENCY, COMPASSION, COMMUNICATION AND NEVER LETTING A CLIENT DO WHAT IS NOT IN THEIR BEST INTEREST MEANING TAKING PERSONAL CARE OF THEM AND THEIR WELFARE. MAKE MISTAKES, GROW AND GET BETTER AND KEEP LEARNING.**

**3) YOUR SMALL BUSINESS BRAND REFLECTS YOU SO ENSURE THAT IT IS AN EXTENSION OF YOU, YOUR VALUES, MISSION, ETHICS, ETHOS AND VISION. BE SURE TO HAVE A CLEAR MESSAGE WHICH IS EASY TO UNDERSTAND FOR THE RIGHT TYPES. THIS ALSO MEANS INVESTING IN YOURSELF, YOUR BUSINESS AND BEING SOMEONE WHO IS ALWAYS A STUDENT OF THEIR CRAFT, THIS ALSO MEANS USING THE RIGHT PROMOTION AND MARKETING MIX NOT TO MENTION HIRING EXPERTS TO FULFIL ROLES YOU CANNOT FULFIL SO YOU CAN SHINE AND BE THE BEST AT WHAT YOU DO IN YOUR ROLE.**

**4) ALWAYS HAVE YOUR CLIENTS BEST INTERESTS AT HEART ALWAYS. THIS MEANS LISTENING WITHOUT PREJUDICE AND WITHOUT EGO. IN DOING SO YOU WILL LIKELY BRING IN MORE VULNERABILITY THUS WORK DEEPER AND GET THIS IN RETURN, SO YOU BOTH GET THE BEST COMMUNICATION AND EXPERIENCE FROM THE SITUATION AND THIS CAN MEAN GREATER LONGTERM INVESTMENT ALSO.**

**ALSO; IF YHEY ARE NOT RIGHT FOR YOU 'OR' YOU FOR THEM - LET THEM GO. DON'T WASTE TIME.**

**5) COMMAND PREMIUM PRICING AND VALUE YOURSELF AND THE WORK YOU ARE DOING. AIM TO BE THE BEST BUT ALSO CHARGE THE MOST IF YOU FEEL YOU ARE WORTH THE MOST. REMEMBER CLIENTS ARE COMING TO YOU FOR POTENTIALLY LIFE ALTERING SESSIONS. WHAT IS THE COST OF CHANGING YOUR LIFE FOR GOOD? THIS MEANS YOU CAN CHERRY PICK THE BEST AND CHARGE MORE SO YOU LEVERAGE YOUR TIME, VERY IMPORTANT.**

**6) YOU DO NOT SELL YOUR KNOWLEDGE OR YOUR TIME, YOU ARE IN FACT SELLING THE VALUE AND RESULTS THAT YOU CAN BRING THROUGH DELIVERY OF YOUR SERVICES/PRODUCTS. SO SELL BY SHARING THIS AND LET THEM KNOW THAT YOU ARE A PRIORITY IN THEIR LIFE AS THEY WILL VALUE YOUR SERVICES MORE. AND REMEMBER THAT YOU WOULD ALSO EXPECT TO PAY MORE FOR SOMETHING HIGH END SO BE THAT HIGH END OPTION.**

**7) PEOPLE LIKE TO FEEL GOOD ABOUT THEIR SPENDING AS IT CREATES A RUSH IN THE MIND AND EMOTIONS, AND SO YOUR JOB IS TO MAKE THEM FEEL AMAZING ABOUT WHAT THEY BUY, AND THIS IS DONE THROUGH HELPING TO SHOW THEM THAT YOU WILL SUPPORT THEM IN FACILITATING THE MOST IMPORTANT CHANGES THEY NEED, AND ALLOWING THEM TO FEEL A GREATER VALUE FROM WHAT YOU OFFER THAN FROM WHAT THEY HAVE PAID.**

**8) FACT: THOSE WHO PAY MORE TEND TO GET BETTER OUTCOMES THAN THOSE WHO DON'T - AS THEY ARE MORE COMMITTED, MORE DRIVEN, MORE ACCOUNTABLE, PROFESSIONAL AND MORE PASSIONATE ABOUT WHAT THEY WANT, AND THEY TEND TO INVEST IN THEMSELVES THE MOST. SO - YOUR GOAL IS ALWAYS TO GROW DEEP LONG RELATIONSHIPS AND BUILD RAPPORT WITH THOSE TYPES IF YOU WANT THE BEST CLIENTS.**

**9) BOTH THE CLIENT AND CONSULTANT ARE WINNERS WHEN BOTH PARTIES FEEL AS THOUGH THEY HAVE GOTTEN THE VERY BEST OUT OF THE SITUATION, SO AIM TO BE THE BEST, DELIVER THE BEST, SUPPORT THE MOST, LISTEN MORE, AND MAINTAIN HIGH STANDARDS IN GIVING THEM YOUR VERY BEST, REGARDLESS OF WHAT IS GOING ON IN YOUR LIFE. AND THEY WILL FEEL VERY SPECIAL. THEY WILL**

**THEN LIKELY REFER YOU AND GIVE A GOOD RECOMMENDATION.**

**10) ENSURE YOU MARKET AND DELIVER OUTCOMES WHICH ARE A) GREAT B) CLEAR C) VERY SPECIFIC. NEED I EXPAND?**

Keep On You Are Doing Great!

**11) ADD MORE VALUE THROUGH A USE OF VARIOUS POWERFUL PROCESSES. WHY NOT HAVE WEBINARS, EBOOKS, TRAININGS, WORKSHOPS, MEETINGS, EVENTS AND SO ON. THE GREATER THE BRAND THE GREATER THE IMPACT, AND YOU ADD REVENUE IN WHAT YOU ARE DOING ALSO. BUT DON'T SPREAD YOURSELF TOO THIN - GET HELP WHERE NEEDED AND STICK TO YOUR ROLE STRENGTHS.**

**12) HIRE EXPERTS IF NEEDED, UNDERSTAND YOUR ROLE AND THEIRS, AND UNDERSTAND WHY YOU ARE HIRING OTHERS THROUGH MEETINGS, MEASURING RESULTS, TESTING AND RESEARCH, ENSURE YOU ARE SPECIFIC IN YOUR ROLE AS A LEADER, AND HELP YOUR TEAM ALL SHARE THE SAME VISION AND PASSION FOR RESULTS. BUT ALSO KEEP COSTS LOW WHERE POSSIBLE AND MAXIMISE EFFECTIVENESS THROUGH TOOLS RESOURCES YOU HAVE. NOTE: THIS ALSO MEANS THAT YOU HAVE TO HAVE GREAT PRODUCTS OR THERE IS LITTLE POINT IN GROWING A TEAM. YOU DON'T NEED A LARGE TEAM EITHER. 10 MEMBERS IS IDEAL.**

**13) KEEP THINGS SIMPLE AND DON'T OVERCOMPLICATE ANYTHING. SYSTEMS, PROCESSES ETC. BUT MOST IMPORTANTLY FOR CLIENTS. THE LAST THING ANYONE NEEDS TODAY IS COMPLICATION. THERE IS ENOUGH OF IT IN LIFE, SO MAKE SURE THAT YOU DON'T ADD TO ANYONES OVERWHELM. YOU DON'T NEED A MILLION WAYS TO GET CLIENTS EITHER. KEEP YOUR PROCESSES DIRECT AND CLEAR AND SCALE THE CLIENT ACQUISITION CHANNELS WHICH WORK FOR YOU. THIS ALSO MEANS HAVING SELF RESPECT. DON'T JUST WORK WITH ANYONE, IT'S CHEAP.**

**14) CREATE VARIOUS REVENUE STREAMS, ENSURE YOU HAVE VARIOUS WAYS TO CREATE INCOME. THROUGH AUTOMATION, AND THROUGH AFFILIATE PRODUCTS IF RELEVANT. ALSO CREATE TRAININGS AND COURSES SO YOU DON'T EVER RELY ON ONLY ONE SOURCE. CONTENT LIKE THIS IN A BLOG CAN TAKE TIME TO PAY BACK, BUT YOU CAN DRIVE QUICKER REVENUE STREAMS THROUGH SUCH THINGS**



**AS WEBINARS AND ONLINE CLASSES. IN FACT - USE MORE AUTOMATION IN COURSES SO YOU DON'T HAVE TO DO 1ON1 COACHING IF YOU CHOOSE NOT TO. ALSO WORKSHOPS AND TRAININGS USING ZOOM OR OTHER TOOLS.**

**15) YOU HAVE TO BE ABLE TO WORK ON YOURSELF AS MUCH AS ON YOUR BUSINESS IN ORDER TO GROW YOURSELF AND KEEP EVOLVING IN YOUR ROLE. BE AHEAD OF THE CURVE AND ALLOW IDEAS FEOM OTHERS IN STAY OPEN AND FLEXIBLE.**

**16) CREATE A SMALL BUSINESS MODEL WHICH CAN FUNCTION IF YOU PASS IT TO ANOTHER - MUCH LIKE A FRANCHISE - SO YOU CAN SELL IT IF YOU WISH TO AND IF YOU WANT AN EXIT STRATEGY. THIS GIVES YOU AN ADVANTAGE OVER OTHERS WHO HAVE NO REAL BUSINESS TO SELL.**

**17) HIRE OTHER EXPERTS WHO HAVE BEEN THERE BEFORE YOU AND CAN GUIDE YOU TO BE THE BEST - THEY HAVE THE EXPERIENCE, EXPERTISE AND EDUCATION TO KNOW WHAT TO DO AND HOW TO DO IT. AND THIS INCLUDES WHO YOU INVEST IN AND WITH. MAYBE YOU WANT A BUSINESS PARTNER OR TO RAISE FUNDS, SO ENSURE YOU SEEK OUT THE RIGHT TYPES.**

**18) GO TO EXTRA MILE TO SUPPORT OTHERS AND HELP THEM FROM YOUR HEART AN THIS WILL ALSO GIVE YOU A GREAT REPUTATION IN THE INDUSTRY. AND MAY CREATE FURTHER OPPORTUNITIES.**

**19) START A FREE GIVEAWAY EBOOK, TRAINING, VIDEO SERIES OR TRAINING TO BUILD THE LIST AND HAVE A SALES PROCESS TO DRIVE LEADS INTO THIS LIST AND STIVE YTO DELIVER THE GREATEST VALUE TO YOUR LIST. AS YOU GROW THIS YOU CAN ALSO SELL PRODUCTS AND SERVICES TO YOUR SUBSCRIBERS. DO SO BY MASTERING EFFECTIVE COMMUNICATION IN ALL THAT YOU DO AND ENSURE THAT THIS IS ALSO IN THE AUTOMATION TO MAINTAIN LOYAL SUBSCRIBERS.**

**20) LEVERAGE FREE WAYS TO CONNECT WITH OTHERS TO INCREASE STRATEGIC RELATIONSHIPS AND GROW REVENUE TRROUGH AREAS SUCH AS JOINT VENTURES, NETWORKING AND SOCIAL MEDIA CHANNELS TO CREATE SPECIFIC GROUPS AND GET YOUR NAME OUT THERE IN ORDER TO DRIVE CLIENTS AND OTHER EXPERTS**

**TO YOU. BE A LEADER.**

**21) REMEMBER TO RECHARGE. YOU ARE NO GOOD TO ANYONE IF YOU ARE NOT FULLY IN THE GAME. SO HIRE ASSISTANTS WHO CAN DO THE WORK YOU DON'T WANT TO SPEND YOUR TIME DOING SUCH AS ADMIN, TECH AND PHONE CALLS TO ALLOW YOURSELF TO BE FULLY IN CONTROL OF YOUR TIME YOUR COACHING, TRAINING OR MENTORING. THIS ENABLES YOU TO FULLY FOCUS ON YOUR CRAFT AND HAVE TIME TO LIVE WHICH MAKES YOU MORE POWERFUL AND EFFECTIVE.**

21 Solid Tips For Becoming An Authority In Your Expert Niche

## **21 Solid Tips For Becoming An Authority In Your Expert Niche**

**Did you take notes? Awesome! - As these tips have all cost me over 50 grand in hiring others to help my Small business grow every single month without question.**

**No doubt, I would have failed miserably if I had not implemented these I have no doubt, and sadly many will fail as they think they know better.**

**By the way - I am not saying ANYONE or EVERYONE SHOULD do this! I am simply saying that I do this and it works, as it does for my clients.**

**Personally, I sincerely believe in supporting others and serving from my heart, but each to their own in life and business of course. I am simply handing you some proven strategies which have worked very well for me, so it's up to you what you do of course.**

Now - I hope these tips have been helpful to you; but the most important thing is that you try them out and test them yourself.

**Do you want to be the best at what you do? Then you must stand out today and offer something which is unique and original - but also which specifically answers the question to your ultimate client and over delivers.**

Can you do that?

If you are still yet to define your niche or you are not sure what type of business you wish to start, then I have also created a self study course which is just £29.70 which has already helped over 600 students globally to turn their passions into profits through building micro and small business models in training and mentoring among other business models.

The course has everything anyone could need to take an idea or passion and turn it into a micro or small business from home or from anywhere.

This also includes my \$10k per month blueprint with 5 ways to reach 10k within it and my Brand 'YOU' training series. If this would be of interest to you, you can try it for FREE. [Simply CLICK HERE to try it.](#)

**In the meantime - I want to wish you the very best in your quest to become the best in your niche. Don't listen to me either, if you don't want to, find what works best for you. But if you are not getting the results you know you are deserving of then something needs to shift, and you have to be able to differentiate enough to have your brand seen and heard.**

P.s - If you are a budding consultant then [THIS POST CAN HELP YOU START ACQUIRING MORE CONSULTING CLIENTS](#)

Also [THIS POST CAN HELP YOU BRING IN MORE HIGH END CLIENTS THROUGH A FEW SIMPLE ADJUSTMENTS](#)

*As always I wish you the best in your growth and success*

*Greg*

[My books](#)

[My 10k p m Self Study](#)

21 Solid Tips For Becoming An Authority In Your Expert Niche

---

PDF generated by Kalin's PDF Creation Station