



How to Become a Visible ExpertSM: A Case Study with David Meerman Scott

Presented by: Lee Frederiksen and David Meerman Scott



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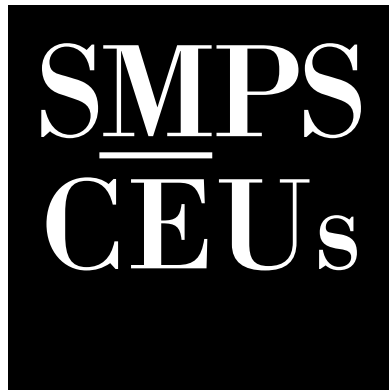
#VisibleExpert



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Today's Speakers



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Book: The Visible Expert

Available at:
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Today's Speakers



David Meerman Scott

Marketing and Sales Strategist

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<http://www.davidmeermanscott.com/books/the-new-rules-of-sales-and-service/>



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Agenda

- What is a Visible ExpertSM?
- Research background
- A case study with David Meerman Scott
- *The New Rules of Sales & Service*
- Wrap-up and questions





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Research Background



1,028

professional services
purchasers

130

Visible ExpertsSM

What is a Visible ExpertSM?



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What is a Visible ExpertSM?

A professional who has attained high visibility and a reputation for expertise in their industry niche.



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Five Levels of Expertise

- Level 1: The Resident Expert
- Level 2: The Local Hero
- Level 3: The Rising Star
- Level 4: The Industry Rock Star
- Level 5: The Global Superstar



A Case Study with
David Meerman Scott



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About David:

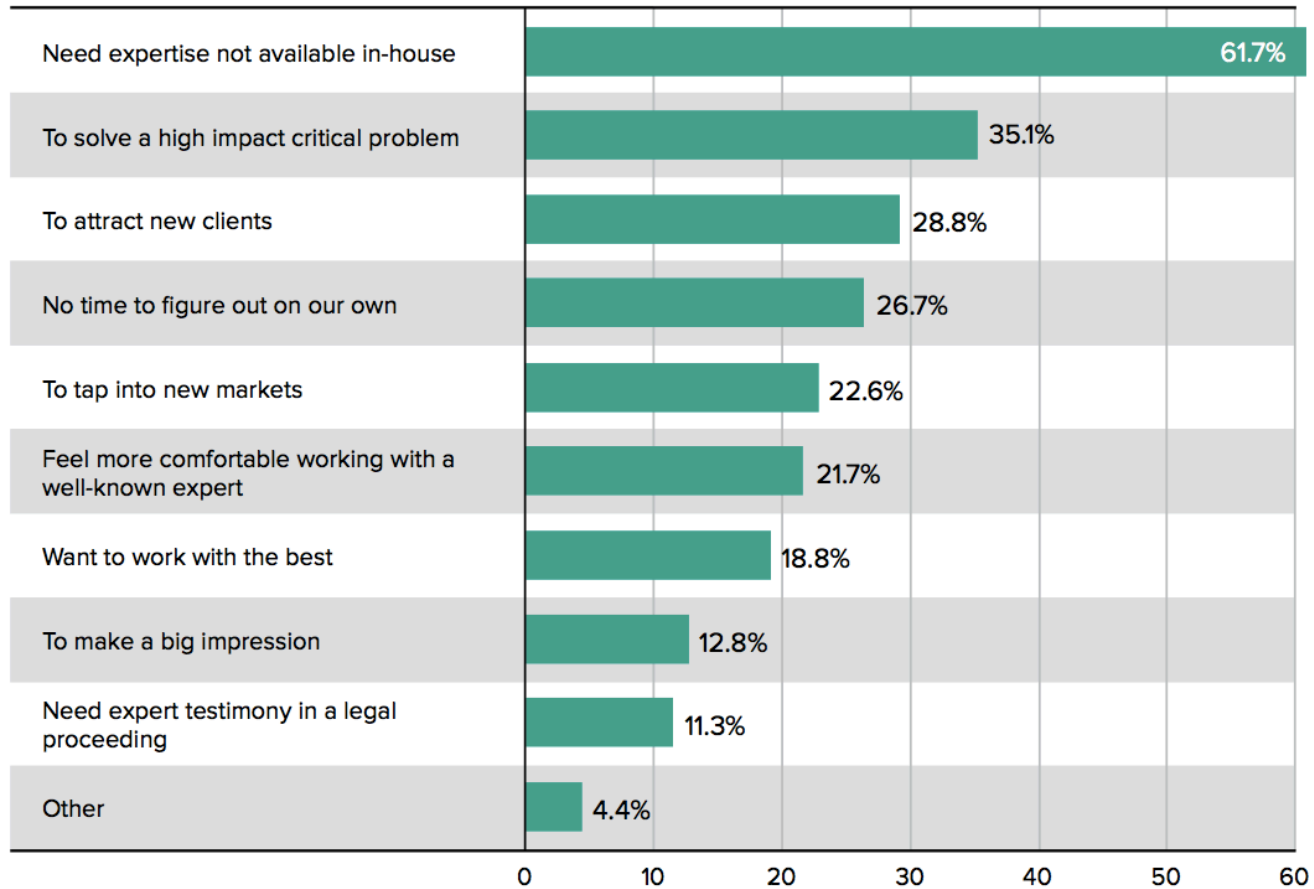
- David is an internationally acclaimed strategist.
- He is the author or co-author of 10 books, including three international bestsellers.
- He has spoken on all 7 continents and in 40 countries.
- He coaches entrepreneurs, business owners, and marketers on building online marketing strategies and reaching buyers.

Using a Visible Expert



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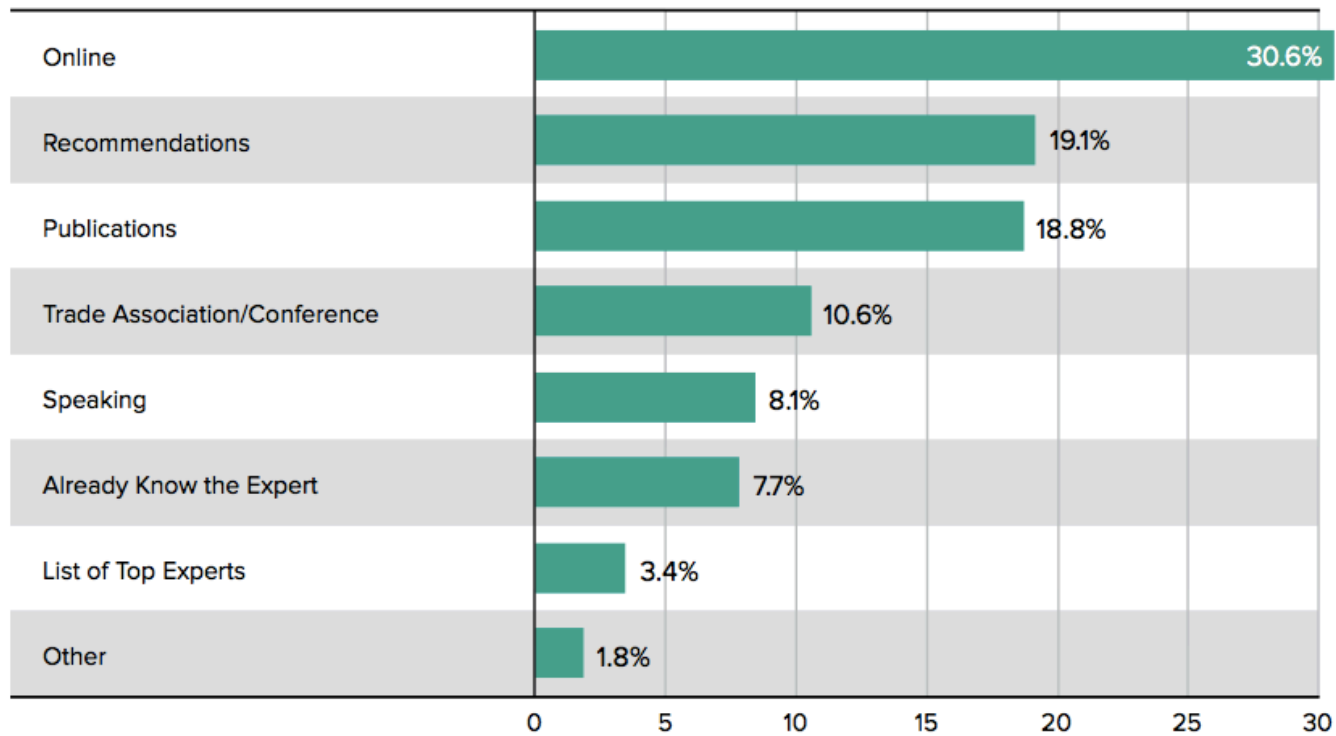
Why Buyers Seek Visible Experts





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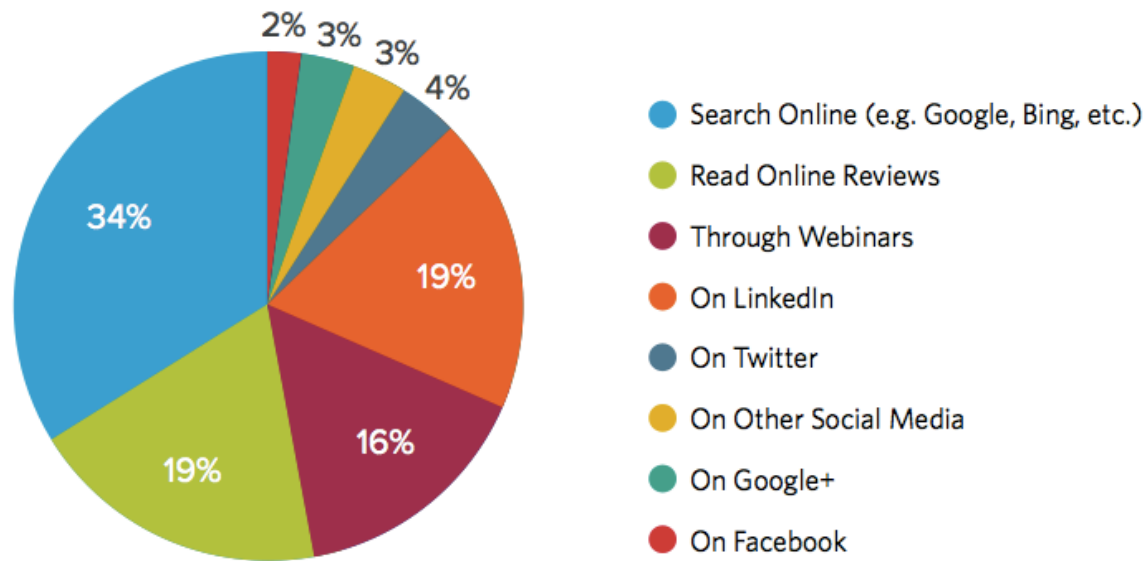
How Buyers Find Visible Experts





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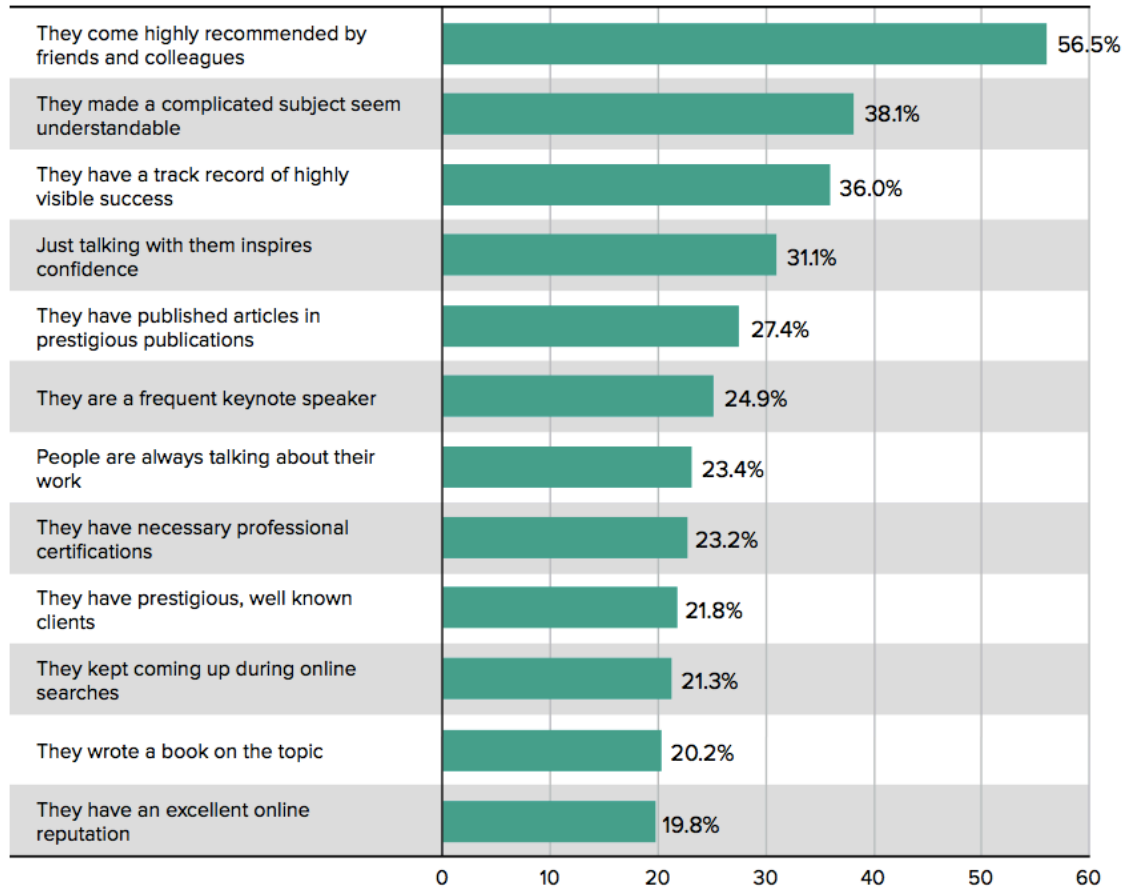
How Buyers Find Visible Experts: Online



The rise to high visibility expertise

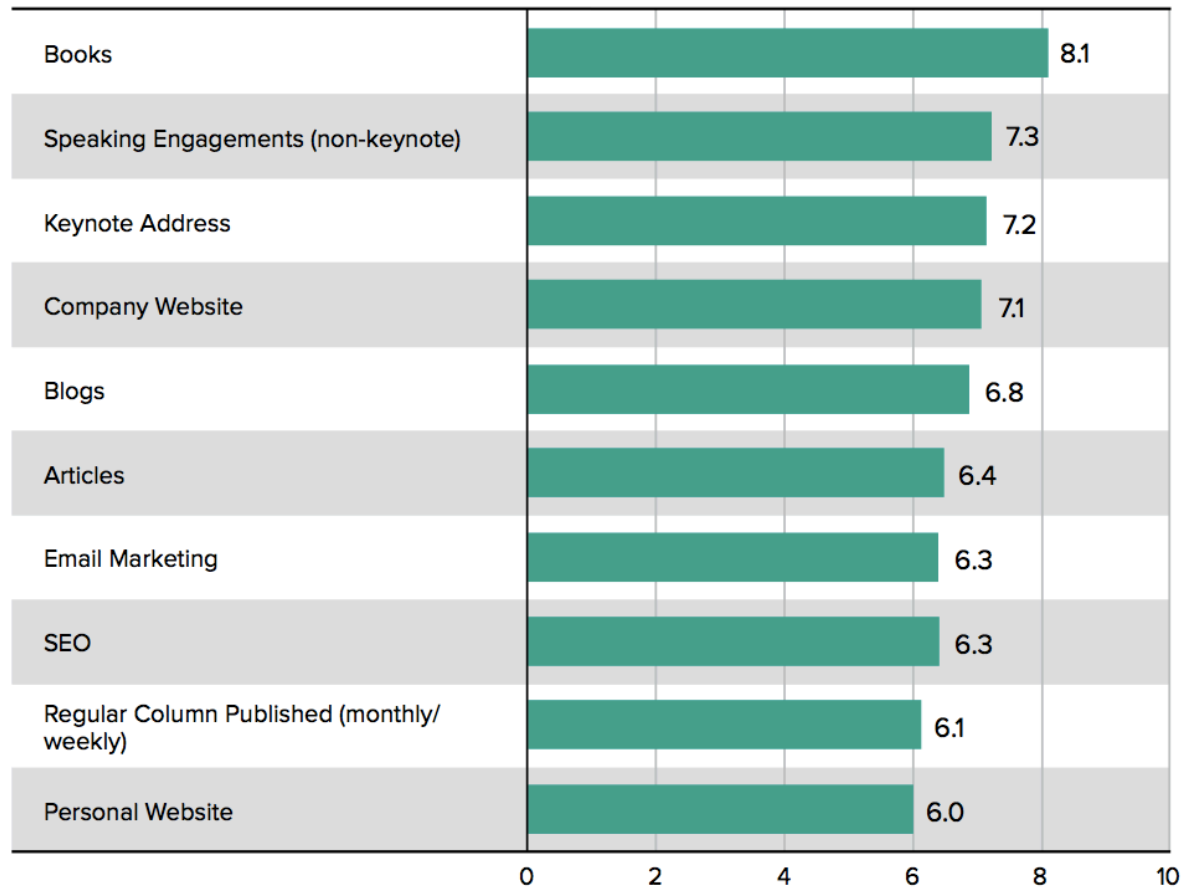


What Convinces Buyers of Expertise





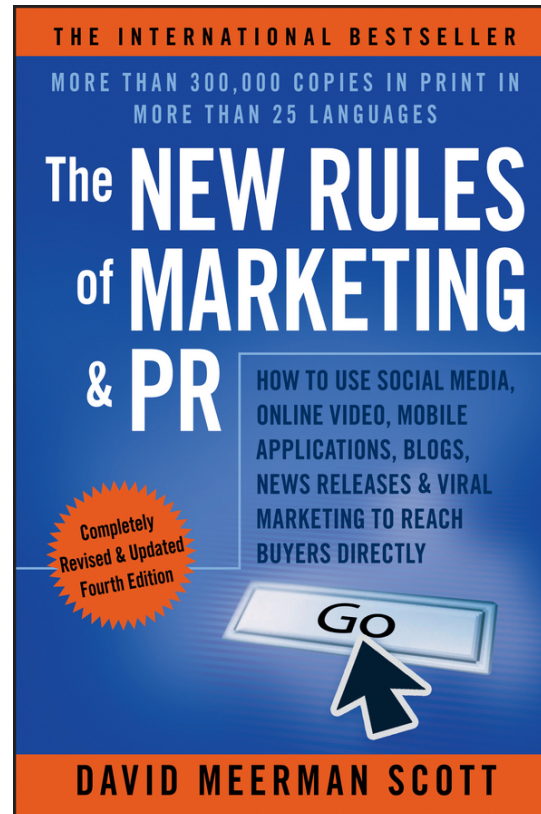
The Most Impactful Marketing Tools and Techniques





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The New Rules of Marketing & PR

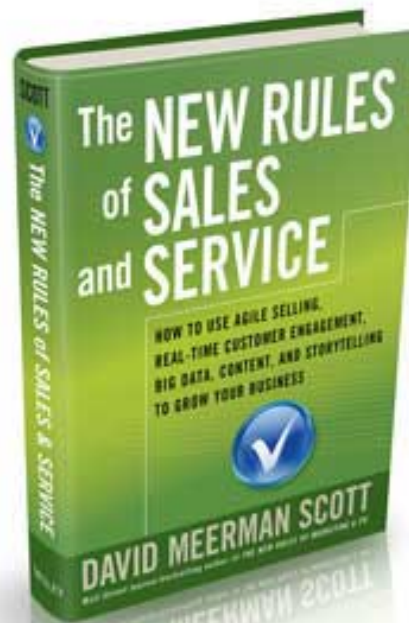


The New Rules of Sales & Service



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The New Rules of Sales & Service



<http://www.davidmeermanscott.com/books/the-new-rules-of-sales-and-service/>



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The New Rules of Sales & Service



<http://www.slideshare.net/freshspot/the-new-rules-of-selling-38281832>



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Free Resources



Book:
The Visible Expert: How to create industry stars. And why every professional services firm should care.



Research Report:
Visible Experts: How High Visibility Expertise Helps Professionals, Their Firms, and Their Clients

Available at:
www.hingemarketing.com/library



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Free Visible Expert Feasibility Review

- ✓ For webinar registrants only!
 - > We'll discuss:
 - Your current approach
 - How a program might work
 - Key concerns you might have



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Thank you! Questions?

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