

What Super Successful Entrepreneurs Know About Turning Their TIME Online into INCOME:

**7 Juicy Strategies for Going From
Best Kept Secret to GO-TO Expert**

**By Christine Gallagher
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Dear Friend:

You're great at what you do—so why doesn't anyone else know it yet? It's a BIG question on business owners' minds: **how do you become seen as an EXPERT?**

They're known, they're liked, they're trusted. **They're seen all over social media and their marketing seems effortless.** Plus... they have a lot more fun in their business! If you've ever wondered how some people just seem to have the "Expert Factor" in business you're going to love this free report.

I'm going to be taking you through the keys to getting what I call **the "Expert Factor" in your business.** You know, those business owners and entrepreneurs who just seem to have "IT"—the it factor or the X Factor in their business. That extra special something.

You see them everywhere, they're always being asked to be part of calls and events, and they're speaking, they might be in books or have authored their own books, they're at the top of their field. And because of this, **they're reaping the benefits, right?**

Because the truth is, when you are seen as an expert not only are you "omnipresent" as I refer to it, but you are also 9 times out of 10 making more money, experiencing less resistance to your prices, you can market more easily and inexpensively, you're being handed more opportunities, you're more well-respected and generally, you're most likely **also having a lot more fun in your business.**

Now, I'm about to show YOU how...

Enjoy!

With Love,

A handwritten signature in black ink that reads "Christine".

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Strategy #1: Believe

Strategy #1 is very simple, but it's very important. That first Strategy is simply the word "believe." The first step to becoming that go-to expert yourself is to believe. **Believe in the value of your own skills and abilities, and recognize the value.** And even if you get doubtful sometimes, remember that perception is everything. So what you project out is what people are going to pick up on. When you have confidence and conviction in your skills and abilities this will radiate out and others will pick up on it. You will carry yourself with more confidence and it will infuse everything that you do. So it's important for you to build up your own confidence in your skills and your abilities and your expertise so that that is what you are projecting out. You need to believe that you are the expert.

The problem that I see is that **people often listen to a little voice inside their head**, which is saying "you're not an expert enough." They're basically looking everywhere OUTSIDE of themselves for somebody or something to tell them that they are enough. And in the meantime, this is keeping them stuck.

So, I want you think of a few things here with me. As you read these, think about yourself and just fill in the blank thinking of your own knowledge, your own expertise, your own skills and how this applies to you.

- You know how to _____
- You've experienced _____
- You've written about _____
- You're qualified in _____

These are four different points that I just want you to think about. Think about your own answers to these. Often, people don't take time or make the space to think about this. They're so worried that they're not in the place that they think they should be--that they don't have enough knowledge or expertise. And they don't think about these questions and how they apply to themselves. But once you think about them, **you'll realize that you really do know more than you originally thought you did.**

The other thing is something I tell my own clients a lot: you don't need anyone else's permission to dub yourself the expert. **YOU give yourself permission.**

So the bottom line here is, enough with the self-imposed limits, ok? ☺ As of today I want you to make the decision and believe that you are the expert and that you know enough and are good enough.

Strategy #2: Use Your Website as the Engine

When we say engine, we mean a credibility and visibility engine--your website drives that.

The first thing you need to know is that there is a big difference between a pretty, floating brochure site and a website that actually **works as an effective marketing tool that brings you traffic and also builds your list.** (By the way, you don't need to have an expensive or elaborate website and that's why I like to use and recommend WordPress.org.)

Another key is that there is a big difference between pull and push marketing when it comes to your website. Pull marketing is where you're attracting clients and ideal prospects to you instead of having to pitch them or having to push so hard. **And when you're using pull marketing, your prospects are self-selecting and pre-qualifying themselves.** So they're landing on your website and they're saying "Oh, I'm in the right place." So then, when they realize they are in the right place and they're self-selecting, then they're preparing themselves to buy, which is great stuff, right?

Now, I am going to give you 5 ways to make your website a credibility and visibility engine:

1. Make it about them. All your prospects care about is how you can solve their problem, so focus on what they get in terms of benefits and results from you.

2. Set yourself apart. You need to differentiate yourself and let people know why you're different. What are you known for? What makes you credible? What is your story? I tell my clients to weave their personal story into their marketing. And when we say story, we just mean what is that you've experienced or how have you gotten to this place in your life, how is that you've got to do what it is you do. That's your story and what it does is it makes you more relatable to prospects, and it also humanizes you.

3. Provide lots of valuable content. When you're providing informative and valuable content, you're driving home your value. You can provide valuable content through your blog, through the freebie you offer to build your list, through articles, audio, video and more. What all this content does is it keeps people coming back to your site for more, and they'll also refer others to your site because of that.

4. Social proof. When somebody is first investigating you and they're coming to your website to see what you're all about and they're poking around, what they are really thinking is OK, does this really work? And it's one thing for you to say it, but it's another thing for other people to say it. So because of that you want to gather and showcase social proof every chance you get: testimonials, case studies, or perhaps a list of impressive clients.

5. Opportunity to engage. You want to give people the opportunity to engage with you through your website, and you can do this through blog comments, by letting people know what social media sites you're on so they can go there and connect with you, and by including a call to action. Whether that's click here to sign up for a discovery session, or fill out this contact form to get in touch with me—you have to provide people with that call to action to take that next step.

Strategy #3: Powerfully Partner

Let's face it, you could believe with all your heart, and you could have a really amazing website, but the fact of the matter is, you aren't going to achieve big success in your business if you do it on your own. In fact, **most 6 figure and 7 figure business owners did not get there alone.** It makes sense: when you partner with other people or collaborate with them or get their help, you speed up your results.

So how do you find these partnerships, or how do they come about? One way is that they are organically created. What that means is that you're out there in a big way, you have lots of visibility and so people are approaching you and coming to you and asking you to partner with them. And that's a great place to be. But the truth is most people when they first start their business or they first start exploring joint ventures, **they need to actively seek out joint venture partners and joint venture opportunities.** And the people you want to look for are those people who already have visibility or credibility or who are known or at the very least, they have a list. Because you want to partner with somebody who already has a community or a following behind them. People who know like and trust them.

How do you actually find these people? There might already be people on your radar, or people that you are already connected to—colleagues, people you've worked with before, people you are in the same networking group with, social media connections you've communicated with. Those are great people to start with. But you also want to **think about people who already have a name in your industry or a name in a complimentary industry.** The other way is to use live events, which is one of my favorite ways. When you get out from behind your computer, you'll be amazed at the types of collaborations and partnerships that form.

Finally, you could **use good old Google.** If you don't know exactly who you are looking for in terms of a specific person but you know what type of industry or expertise you're looking for, and what market you are looking to get in front of, you can actually just do a Google search to find that.

Another question people often ask me is "why should people say yes if I ask them to partner with me?" You might have small list shame—you don't have a lot of people on your list, or you might feel you don't have a lot of visibility. But you have to think about the fact that you're going to be pointing out your strengths: "I created this course, I have this many people connected to me in social media, I published a book, etc." You're going to be talking yourself up so you're not just going to go in there cold. **The other thing to remember is often the person you are partnering with is not going to have to do a lot of work.** You or your team can be doing things like setting up the web page, or setting up the phone line, or writing the copy, doing the marketing—and they don't really have to do anything, they just show up. Plus they get free publicity, they're getting promoted to your list. And, they also might be getting affiliate commission in the deal. So those are all reasons why they would say yes.

Strategy #4: Follow the System

If you're not being seen as the expert yet or you're not making good money in your business, my guess is that you've got several gaps that you need to fill in with what you're doing **to get leads, clients and customers consistently.**

Most people are just doing things very willy nilly when it comes to their MARKETING! They're following bits and pieces of what they THINK is a strategy, but really—it's more like a shotgun approach and it actually HURTS you in the end to do it that way.

People always ask me **about the plan, the structure, the steps**—"if only I knew the steps or the process..." Well, this is that process. Particular steps in a particular order that comprise a marketing strategy.

You might be saying, "Alright, there's a system. Is this like a formula?" And yes, there is a formula. It's 5 parts and it's the same formula I teach in-depth in my Get Clients Online Home Study System. It's also the same formula I built my business to 6 figures in under 3 years on, and it's the same one I follow each and every day—still. **It's a step by step system I take my clients and students through so that they know exactly what to do and in what order.**

Here are the steps of the system:

Step #1: Identify your ideal client or your ideal target audience.

Step #2: Find leads. Leads are the lifeblood of any business, whether you are selling a service, a product or you have a brick and mortar store.

Step #3: Capture leads with an enticing free offer on your website.

Step #4: Communicate regularly and on an ongoing basis with those awesome peeps you've brought into your community--so that you stay top of mind for them!

Step #5: Profit authentically with multiple streams of income.

Strategy #5: Leverage the Social Web

The great thing about the web today is all the opportunities we have to use free tools like social media sites, video sharing sites and of course our own websites to build our platform and get **our message out to a wider audience.**

Social media has obviously exploded in recent years and it's something any of us can use without spending a dime. It's not about hard selling or hitting people over the head with what you offer. Social media is simply **a vehicle to "gently persuade" others** to check out your products and services by establishing trust between yourself and them.

With the unprecedented reach and impact provided by sites like YouTube, Facebook, Twitter, LinkedIn and more, we're now able to connect with our market in ways that were unimaginable just a few years ago. These tools allow **viral word of mouth to happen**, they help us as business owners share our expertise on a bigger stage, contribute value to more people, prove that we're real, establish credibility and even generate bursts of traffic to our websites WITHOUT having to hire expensive search engine optimization firms to do it for us over a long period of time.

So, what makes a magnetic social media presence that boosts your credibility? First, your presence should clearly communicate who you are, what you're about, and why people should take notice. To do this, hone in on what makes your personal and professional brand stand out. In the social media age, WHO you are is as important as what you do. It's not about being an anonymous corporate façade anymore. **What are your likes and dislikes and opinions and what makes you YOU?** When people see that you're a REAL person, with real thoughts, feelings and opinions, they're more apt to trust you. Combine that with the opportunities these channels give us for sharing our content far and wide, and the combination is incredibly powerful.

And remember, just because you seem omnipresent and people see you everywhere, which is the goal, it **doesn't mean you need to BE everywhere.** The smart thing to do first is to find out if your target market is using a particular social media site. You want to be where they are, and not spread yourself too thin.

The real key to success, no matter what platform? Engagement. Engagement with your audience will bring you not only more qualified, consistent traffic, but will lead to more authority in your field. So use calls to action, interact and share your personality. Video is also a great way to do this, and goes hand in hand with social media. Video is the next best thing to face to face for building trust, it's **highly shareable**, and once you create one once, it creates traffic for you forever.

Strategy #6: Use Your Time Wisely and Systematize

In most cases, when you need more clients, cash flow and expert status, it means you need to spend more time on marketing.

So, be honest and ask yourself: **what are some of the time wasters or “time sucks” you can remove from your day or pause** until you have more clients? This is something I have my clients look at and they're often surprised at how much time they're spending on things like unnecessary phone calls, errands, tweaking their website colors endlessly, mindlessly scrolling Facebook, and on and on. Even business-related tasks that just aren't directly income-generating that can be outsourced or put on the back burner for now.

Your time in your business should be spent on revenue-generating activities like following up with warm prospects, scheduling workshops, scheduling discovery sessions, working on a sales page, speaking, having a conversation with a joint venture partner, or networking. And to make sure you're doing these things consistently, **systematize them by putting them on the calendar and committing to doing them regularly**. Your marketing and revenue-generating activities can be scheduled just like you would schedule client appointments.

The other thing that many small business owners struggle with is that they end up wearing all the hats in their business when it comes to the day-to-day nuts and bolts of running things. Sometimes they end up in this situation because they believe they can't afford to bring on extra help; sometimes it's due to feeling **that no one else could take care of things as well as they can**.

Whatever the reason, sometimes you need to step back and really assess whether it is in the best interest of your business as a whole to continue to try and juggle everything alone. In terms of affordability, there are many reasonably priced virtual assistants out there who can take a lot of the administrative tasks off your plate so that you can focus on the activities that make you the most money instead. If a virtual assistant charges \$40.00 an hour and that frees up time for you to work with clients where you can make triple that amount in an hour, **wouldn't it be worth it?**

Early on in my own business I realized I had to learn to delegate and let some things go. In fact, concentrating on your “genius work” or what you do best and outsourcing the rest is absolutely necessary in order to get to the next level.

So remember, just because you CAN do something, doesn't mean you should. There are lots of things an assistant can be doing instead of you—freeing you up to work on true, money-making activities.

Strategy #7: Surround Yourself With Those Who'll Lift You Higher

A big lesson I've learned is that it's important to always have support AND be conscious of who you spend your time with. That doesn't necessarily mean they have to be millionaires or wealthy. **It does mean that they're ADVANCING people. They're going places.** And they would like nothing more than to take you along WITH them. This is why I am never without a coach, I'm always in a mastermind. And I'm grateful that I'm now able to be a coach and mentor myself to others like you who need support to get through the tough experiences that I also faced.

I myself I was very much in a place of fear when I started out as an entrepreneur. I was in a place of fear, and I was really making NO money. But I finally made a HUGE decision, for me at the time it was at least, to get help **and to work with mentors who were really successful and already doing what I wanted to do.** Those were BIG leaps of faith for me. But making that decision is what led me to here, to where I am now. I made the *decision* to get help, guidance and mentoring, and to begin surrounding myself with people who were only going to lift me higher. And we throw that word "decision" around A LOT. And I always like to mention that the origin of that word, when you look it up in the dictionary, the latin root of that word means "literally, a cutting off." You are cutting off from pursuing any other options. And some decisions we make in our life are smaller ones, but some are really pivotal, right? They can change the course of everything, literally change the course of our lives.

And when I look back on the moments I decided to get support in my business, and to invest in guidance in my business—which is really a decision to invest in myself—**those were life-changing decisions and income-changing decisions.**

Jim Rohn, one of the forefathers of personal development said: *"You must constantly ask yourself these questions: Who am I around? What are they doing to me? What have they got me reading? What have they got me saying? Where do they have me going? What do they have me thinking? And most important, what do they have me becoming? Then ask yourself the big question: Is that okay? Your life does not get better by chance, it gets better by change."*

So notice who you are listening to. Is it people who are up to big things, or is it people who complain and blame—the economy, the marketplace, this and that. **You want to associate with people who are up to big things. It sometimes means adding new people to listen to.** People who inspire you. People who think positively about their own future, and people who think positively about yours. And who support you in taking the *guesswork* out of your business. And I have found that surrounding yourself with others who are up to big things in the world can help you get out of your own way (and on your way to big-time expert status) almost like nothing else.

About Christine Gallagher



Speaker, trainer, bestselling author and award-winning business coach Christine Gallagher is founder of ShesGotClients.com, a company dedicated to teaching women around the globe how to find more meaning, fulfillment and purpose in their life through the power of entrepreneurship.

Christine believes that when entrepreneurs find the courage to share their gifts and their message in a much bigger way, they will not only attract raving fans, enroll more clients, and enjoy more income, they also become a force for positive change in the world.

After applying Christine's proven marketing methods, which she teaches via her Impact Academy and live workshops, her students and attendees typically experience a significant increase in subscribers, clients, sales and lucrative joint venture opportunities. Most importantly, they find a renewed sense of purpose and passion, allowing them to step into their bigger vision, connect to their "why" in order to serve at the highest level, and make a lasting, true impact in the world through a business they love.

The Huffington Post declared Christine to be one of "16 Brilliant Business Minds on Twitter," she's won the Bronze Stevie Award for "Business Mentor/Coach of the Year" for 2014, and she's an Amazon bestselling author.

Christine is also an in-demand speaker, and has been featured in numerous publications such as *We Magazine For Women*, *NewsDay*, *BlogHer*, *The Huffington Post*, *Social Media Examiner*, and many more. Her newsletters, products, and online reach now educate and inspire over 40,000 people every month.

To receive free strategies on success, marketing, and mindset, visit ShesGotClients.com.