

How to Build Your Expertise, Promote It, and Attract Your Best Clients

**Tuesday May 12 • 10 am–1 pm • MG&E Innovation Center
505 S. Rosa Rd., University Research Park, Madison • Room 50**

People want to work with experts. If they want to work with a consultant in your industry, what will they see when they do a quick Google search? Are you buried in Google's search results? Or will they know, within seconds, that you're the expert they need to hire?

This 3-hour workshop will show you how to turn your knowledge into expertise by doing what the top experts do. In the last hour, facilitator Joan Stewart will lead some sessions with consultants who volunteer to sit on the "hot seat." They'll get help from Joan and MABC members on how to build their own expertise and grow their practices.

This program is perfect for beginning or veteran consultants in any industry. You'll leave with an action plan you can start using that day.

You will learn:

- Why expertise doesn't have only one definition—good news for consultants just starting a practice
- Which rung of the "expertise ladder" you're on now
- How to climb to the next highest rung of the ladder
- What the best experts do to reach the top and command higher fees
- Why "content is king" among experts, and how to identify the best outlets for creating it
- How to build a loyal base of raving fans who promote you so you don't have to rely only on traditional media
- 3 mistakes consultants make that say "I'm just an amateur."
- The one place where gold is buried: If you aren't using this regularly, you're leaving thousands of dollars on the table.

**Cost: \$20 for MABC members, \$30 for non-members
(includes handouts and light lunch)**



Please complete this form and send it to Kathleen Watson with your check made out to MABC postmarked no later than Monday, May 4. Receipt will be confirmed by email.

Name _____ Phone _____

Email _____

Send to: Kathy Watson
27070 W. Escuda Dr.
Buckeye, AZ 85396

Questions: Kathy@RuthlessEditor.com
262.366.1465



Publicity expert
Joan Stewart,
aka The Publicity Hound—

a consultant,
speaker, blogger
and author—
teaches her clients
how to become
the go-to experts in
their niches.

About Joan:
PublicityHound.com

Don't Delay!
MABC membership
exceeds the
available space in
Room 50, so this
is a first-come,
first-served event.
Register TODAY to
ensure your spot.