How do you take your advice for other people and package it all together and position yourself intelligently so that the marketplace will pay you for information?

5 ways you can make money as an expert

1. Author
2. Speaker
3. Coach
4. Seminar leader
5. Online marketer

At the end of our lives we’re going to ask ourselves three questions

1. Did I live?
2. Did I love?
3. Did I matter?

4 P’s of success as an expert

1. Positioning
2. Packaging
3. Promoting
4. Partnering

The Guru Trifecta

The three things you must master and position yourself on to be an expert. These are the three dominant roles an expert plays:

1. **Researcher and reporter**
   Take your topic and study everything you can about it, pay attention to the marketplace, and figure out what the marketplace is saying about this topic. Identify the 5-7 techniques and topics that everyone else is teaching in the marketplace, the best practices, the things that seem to work.

2. **Results maker**
   Someone who goes out, does the stuff, and gets results. Those who do so gain a credibility and a perspective by both learning about it and doing it.

3. **#3 follows.**
   But first need to consider the tools gurus use to position themselves as experts in the marketplace.
Positioning tools:

1. **Perspective:** As you gain more research and results, you then are able to share your perspective on what the best results really are.
2. **Philosophy:** If you look at the world in a different way, then people want to pay attention to you.
3. **Your personal path:** What you did to get there. What people really want from you is your personal path. They want to know who are you, where have you been. Because you’ve been through struggles in your life, in areas they value, they say “I don’t want to go through the same struggles in my life,” so they value your input because you save them pain and time. You don’t have to brag about all of your amazing successes. Share your story of struggle. You went through a hard time in your life, but figured out the solution. They are willing to pay you for that.
4. **Your Position:** Your job title. You become credible because you’re the VP of Marketing, creator of this, author of that, founder of that. Reference your position.
5. **Popularity:** What have you created that was incredibly popular? Most viewed videos, bestselling book. Video viewed a million times.
6. **Partnerships:** If you’ve ever partnered with another credible expert in your industry or a large recognizable company, that will build your credibility. Just by saying those names, you’ll get borrowed credibility.
7. **Progress:** What have you done that you can show as evidence of your success. Have you taken a company from zero to million, bankruptcy to x, bad student to A student? Tell story of the process and the results you’ve created.
8. **Praise:** Testimonials. Positive comments about who you are and positive things you’ve done in your life. Customers, coworkers, clients, other gurus in your space.
9. **Press/Performances:** If you’ve ever been in the press or on stage, share those stories with others. I’ve been written up in... shared the stage with... Builds credibility as you share those stories.
10. **Paying Clients:** Who has paid you, major clients? How many people have paid you to attend your conferences, and how much?
11. **Promotions:** When other people of credibility endorse your materials. Somebody promoted you as someone worth listening to.
12. **Product:** Have books, ebooks, online courses, speeches, presentations. Anything you can package. Plus that gives them a way to pay you.

Third piece of the Guru Trifecta:

3. **You as Role Model**
   Our industry got away from service. At some point they get selfish in their mind. All of this is to help other people. If you can always stay on the service side of this business, not the selfish side. Lead. The expert side needs people who lead with service, and caring for their customers. Focus on being a role model. Need to do a reset in the marketplace. We’ve got to change the
perspective of what a guru is. Guru = someone who spreads light in the world. Know your information. Pay attention, read, get results. Be a great person and people will follow you, believe in you, buy from you, and you will serve them.

All of these tools can stack to build your credibility.

**How do you take all of your knowledge and package it so you can make some money?**

Produce product.

- Tony Robbins Personal Power audio course – he took his voice and message and packaged it.
- How much is a product really worth if it changes somebody’s life?
- Why can’t I be that voice? Why can’t I be the person helping people?
- It’s invaluable, because it changes their life.
- Package your knowledge so that other people can learn from you and change their life.
- Audio programs
- Books
- Seminars
- DVDs
- Resource Guide
- Doesn’t have to be fancy. Can be DVD’s hooked together with rubber bands.
- [http://kunaki.com/](http://kunaki.com/) – upload the product to Kunaki – order from them, they ship them out directly to the customer.
- Partnership – do a seminar with someone, record it and sell it.
- Put all of your information online.

Figure out:

1. What’s my passion
2. Who do I want to help
3. Package it some way

What’s your knowledge, how can you help other people?

**Reasons for doing this**

1. **The impact:** I’ve gotten to inspire thousands of people around the world
2. **Influence:** In my community, my life, my attendees, influence people’s lives more
3. **Income:** Build a great empire from this. In the process of making changes in people’s lives, I get to make an amazing income.
What would you have to do to make a million dollars?

One possible plan.

1. **Create a consumer-priced product**
   Book or an audio program that sells for $197. Audio program of you teaching people how to ________. Book, transcripts, audio.
   Sell 7 units per week, one a day, equals 28 per month
   28 per month at $197 = $5,516 per month
   $5,516 per month * 12 months = $66,192/year

2. **Create a low-tier continuity program**
   A membership subscription program. $27 or $97 per month to get new videos, information each month
   100 people into monthly training people at $97/month = $9,700/month.
   $9,700 per month for 12 months = $116,400/year.
   And yes, those numbers sound astronomical, but they’re easy to achieve.

3. **Create a high-priced product**
   A DVD program. Teach a program, film it, pull out audio, transcribe it, slides, and workbook.
   High priced = $497 to $2,000
   Sell 2 units a day (60 a month) at $497 = $29,820/month.
   $29,820/month * 12 months = $357,840/year.
   That’s just one product. Will eventually have multiple suites of products.
   The expert industry is the highest-paid industry in the world

4. **Create a high-priced seminar**
   “You’re teaching people to charge lots of money? Yes I am. You’re asking people to pay you for what you know. Most experts I meet should charge more money.”
   50 tickets at $1997 = $99,850/year. All we did was sell 50 tickets. If you really focused on a great seminar that really changed people’s lives could you sell 50 in a year?

5. **Create a high-priced coaching program**
   Speaking to people regularly over the months.
   Group coaching is teaching a group, most valuable service you can provide a group, highly lucrative. Can charge huge amounts of money for group coaching.
   15 people at $2,000/month = $30,000 per month
   $30,000 per month * 12 months = $360,000/year

The million dollar plan.
1. Consumer priced product.
   Sell 35/month at $197 = $82,740/year

2. Create low-tier continuity (subscription program
   100 people at $97/month = $116,400/year

3. Create a high-priced product
   Sell just 60 a month at $497 = $357,840/year

4. Sell a high-priced seminar
   Sell 50 tickets to a $1997 seminar = $99,850/year

5. Create a high-priced coaching program
   Get 15 people at $2,000/month = $360,000/year

Grand total = $1,000,282

At this point you may say “Whoa, I can’t do that”
If you ever see someone succeeding at something, and say in your mind “I can’t do that,” go into your mind and think “why don’t I believe I’m valuable enough to do what other people have done?” because it’s probably more an issue of your self-worth than the marketplace.

Second point – it’s probably because you’re just starting out. If you’re just starting out, never let your small business make you small minded. Not asking you to sell hundreds of thousands of units of anything. Just a few sales.

You’ve got a message, you’ve got something you can help people with. Why not take all of your knowledge and just position yourself and package it and get it out there? Why not jump into this industry? It’s the best time ever – there are so many people out there who are hungry for information right now.

You can live a life of influence because you know you helped people with what you knew.

The old economy was “what do I have to do to earn a living.” The new economy is “what do I know that can make me a living.”

For more information on Brendon Burchard and The Expert Academy, visit
http://www.DonCrowther.com/a/bb1

Cheat sheet courtesy Don Crowther. For more social media and online marketing tips visit
http://www.DonCrowther.com and subscribe to the newsletter there.