**Position Yourself As An ’Expert’ Authority**

If I say to you ‚ running shoe’ which company do you automatically think of? Chances are, you thought of Nike. There are many companies that make and market running shoes, but most likely you though of just one. Now why ist hat?

Because Nike effectively owns a piece of your brain. To be precise, it owns a neural circuit that fires off when you think about running shoes, and you’ll pay a premium to buy their products because of their ’expert’ status.

Positioning establishes what a person or their company is known for. It establishes their brand identity. If clarifies their values, beliefs and, most importantly, what they stand for.

All of this serves to both attract the right type of customers to your advice-sharing business and repel the wrong kind of people too.

The benefits of being seen as an expert are considerable. Too many brillant mentors, coaches, consultants, authors, trainers, speakers and seminar leaders are not being paid what they are worth because they haven’t positioned themselves in the minds of their audience.

Consider the difference between a health practitioner and Jason Vale, who is known worldwide as the ’juice Master’.

*There was a point in Janson’s life where he hit rock bottom. He was suffering from severe eczema, asthma, hay fever and obesity. He was smoking two to three packets of cigarettes a day and drank very heavily- up to 14 points of beer a day.*

*He discovered that juicing vegetables and a little fruit as his main tool to clear his skin. He lost weight and freed himself of illness. Now Jason is on a mission to ‚juice the world’ and help people to turn their health around using natural means.*

*He put a stake in the ground and announced himself as the Juice Master. He mentored people, put on Seminars and workshops, and then wrote a beststelling book entotled Slim for Life.*

*In 2002 Jason was asked by Moulinex to be the face of its juicers. Moulinex soon became the bestselling juicer in the country.In 2005 Philips headhunted Jason tob e the face of ist range of juicers and blenders in the UK and throughout Europe. Philip’s product soon became, and remained, the bestselling juicer during Jason’s endorsment.*

In 2013, Tristar Products appraoched jason tob e the new Jack La Lanne in the USA. Jason became a real hit in the US, so Tristar extended the agreement to make it global. Jason is now the worldwide face oft he Fusion range of juicers and blenders.

Jason regularly appears on radion and televlsion and in the press. He alos put together the ground breaking film, super Juice Me! One Disease- One Solution? The UK premiere took place in London’s West End.

Jason has worked with big name celebreties such as Jenifer Aniston, Drew Barrymore, Sarah Jessica Parker, Gary Lineker, Naomi Campbell.

Jason also runs retreats in beautiful facilities in Portugal and Turkey that are sold out months and month in advance.

Why did all this happen? Well, for one, Jason is now a very talented speaker, coach, mentor, marketer and business owner, but it all started because he made the decision to position himself as the Juice Master.

**Be a Specialist**

I strongly suggest you avoid being a generalitst ast his is an overcrowded market with lots of providers charging fees that are far too low. Take a set up and be a specialist so that eventually you become known as an expert. Over time, you’ll become an authority as you publish and promote your ideas through workshops, webinars, seminars, audio programmes, videos on YouTube and your own Website.

There is also the possibility you will achieve the highest status fort he mentoring industry, which ist o be known as a celebrity expert like a Jason Vale, or a Tony Robbins, or a Robert Kiyosaki, author of Rich Dad Poor Dad.

Your very first step in turning your passion into profit ist o put a stake in the ground and claim your subject- the topic on which you will come to be known for and identified by others as a leading expert. It is important in the beginning that you choose just one subject to become known for as you establish yourself.

**Here is a quick guide to help you choose your initial subject...**

1. **Passion**

Choose a subject on which you have deep passion. You’ll know you are passionate about a subject if you devote your most precious resource to it. Time. What do yo love to spend time doing, learning, watching, or studying? What would yo do even if you weren’t going to get paid for doing it? What is a hobby or an avid interest that you have been following for some time that has caused you to make some distinctions others would not have made? What is a subject you have invested your own hard-earned money on to expereince, or to evolve your ability?

1. **Pain**

Is there a subject that became a primary focus for you because of a big problem? Perhaps you experienced a personal loss or pain in your life or business, which sent you on a quest, a voyage or personal discovery a hunt for a solution?

Potentially you feel this is your calling – that you have been shaped to become the person you are today because of this pain, and now you feel it’s time to give back to those who are going through what you endured?

1. **Practice**

Select a topic which you are willing to practice day and night to perfect, making finer and finer distinctions. Choose a subject that would not feeli like work to you to make those distinctions but instead would feel like play.

Top sportspeople put in what would seem to others like painstaking hours of practicing, but these people live in the ’forward’. They project themselves into the future and see the very moment when the practice will pay off fort he biggest reward. When the clock is counting down and it’s going down the wire fort hem, that’s the tijme they planned for, and they seize the moment and create history.

1. **Performance**

Is there a subject on which you have high levels of natural ability? For others itmay seem difficult or even impossible, but for you it’s easy to perform better then others? You may not even know at this point why or how you find it easy, but you just do. Other people will probably have voiced how gifted you seem or maybe they even called you lucky.

1. **Personality**

It is very important to choose a subject that fits your personality type. Without doubt, the best profiling tool I have come accross is the Archetypal Thought Leadership test. I thoroughly recommend doing this not just for you, but also fort he people you will employ as part of your team. Making sure you select the right people for the right job is crucial in building a world-class team and building a succesfull expert business.

1. **Profitable**

Finally, once you think you have found your subject, the last sanity check ist o establish if there are good profits tob e made from the subject. You’ll need tob e sure that there are people who are hunting for information to master the subject themselves or to solve a problem that they have. Remeber, all business must sell a product or service to make profit, and all products or services must solve a problem or enhance people’s lives tob e of value. Also, consider the longevity of the subject. Will it be a passing fad or an evergreen topic that people will always want a solution for?

**Below are some evergreen profitable subjects:** Leadership, Investing, Productivity, Sales, Motivation, Spirituality, Marketing, Health, Parenting**,**Business, Relationship,Communication