

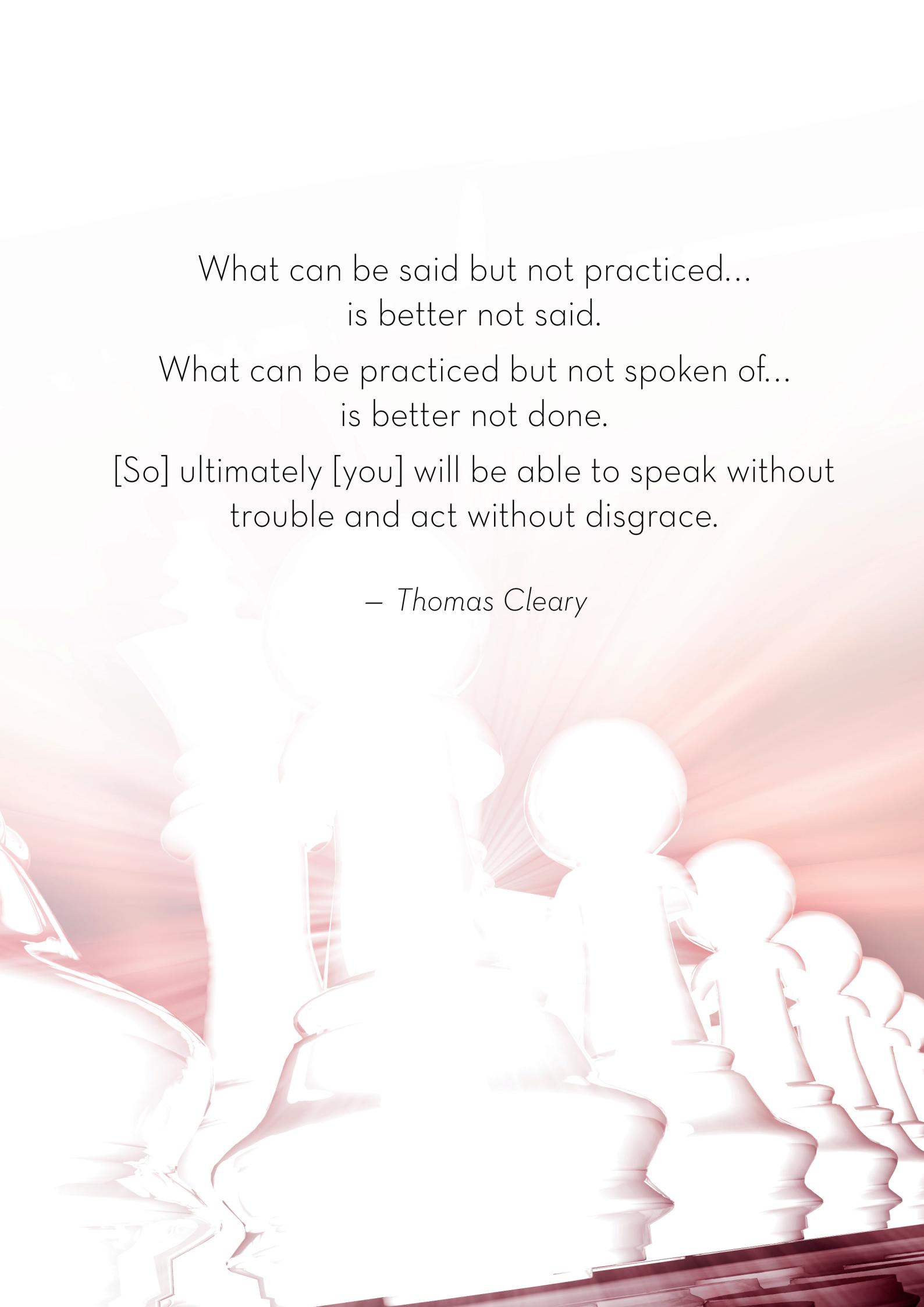


How To Become An Expert In Your Field

Mini Lesson eBook

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What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

HOW TO BECOME AN EXPERT IN YOUR FIELD



Mini Lessons

INTRODUCTION

Welcome to the *How to Become an Expert in Your Field* webinar supplement, the “Expert Mini Lessons.”

In this ebook you’ll uncover powerful mini lessons to achieving expert status as a health care practitioner. You’ll have a blueprint for success in practice and being recognised as an authority in your field.

Be sure to watch the webinar all the way through to get maximum value from this free program and resource.

HOW TO BECOME AN EXPERT IN YOUR FIELD —

MINI LESSON #1:

When you think of the word ‘Expert’, what comes to mind?

A person with authority. A person in a position with status and expertise. A knowledgeable, skilful and professional person.

Ultimately, to be considered an expert is both a powerful place to be and a valued position. In fact, the benefits are numerous:

- Status
- Recognition
- Authority
- Opportunities
- A higher perceived knowledge and skill base
- Demanding a higher fee or remuneration

As a practitioner, being recognised as an expert brings additional benefits, including:

- Becoming a sought-after practitioner
- Being heavily booked
- Defining a specialisation or niche within which you become recognised
- Having the ability to choose preferred clients
- Working in an interest area, providing greater joy and satisfaction
- Increased profitability

It’s for these reasons (and many more) that becoming an expert in your field is not only highly desirable for the practitioner who wants to achieve the highest and best outcomes both in practice and in life, it is essential.

In the following mini lessons, we will introduce you to the ‘expert’ status and methodology by which you can become known as an expert in your field.

Note:

For more information on 'How to Become an Expert in Your Field', you can view the free resources at the *Practice Mastery* website at: www.practicemastery.com.au/expert-masterclass-training.

HOW TO BECOME AN EXPERT IN YOUR FIELD —

MINI LESSON #2:

Now you know what it means to become an expert, and the advantages of being an expert. The question remains, how do you become an expert? How do you become a recognised authority that provides you the recognition and benefits of status?

The first step to become a recognised authority and an expert in your field is what I term the ‘expert origin’.

The *expert origin* relates to your reason and motivation for becoming an expert.

Why is it that you want to become an expert in your field? What motivates you to have that desire, to achieve that outcome?

Without a compelling reason, it is difficult to do the work necessary to achieve the status of an expert, and it is difficult to surmount the barriers of time, energy and motivation without a compelling reason and motivating drive.

Take a moment to reflect upon your compelling reason as to why you want to be recognised as an expert.

In the previous mini lesson, we discussed the perceptions and recognition that an expert has. These may apply to you as motivators. Furthermore, there are initial motivators. Many of these will be unique to you.

Take a moment now to consider what these motivating reasons are as to why you want to be an expert — and then consider whether or not this is sufficient to motivate you into action when you feel tired. To be willing to invest money when at times it feels like the money would be best spent elsewhere. If you are not clear upon why it is you want to be an expert and be recognised in your field, many of the barriers and obstacles placed before you will seem insurmountable.

However, to the motivated person, to the person driven to succeed and desiring a status of expert recognition, no barrier is insurmountable, no cost too great and no nights too late to achieve the milestone of expert status.

Think hard on this point, what motivates and drives you — because it is your *expert origin*.

Note:

If you haven't yet watched the free 'How to Become an Expert in Your Field' webinar on the *Practice Mastery* website, I encourage you to do so now. This program details and addresses the expert origin in depth and will help you uncover a deeper understanding of what it takes to become an expert in your field. This resource can be viewed at: www.practicemastery.com.au/expert-masterclass-training.

HOW TO BECOME AN EXPERT IN YOUR FIELD —

MINI LESSON #3:

Many people believe that becoming an expert is a difficult task. This is not the case.

True, it does take effort, time and energy. However, these requirements are by no means insurmountable, excessive or even difficult.

If you love what you do, you are already halfway to being an expert.

You see, people who love what they do invariably spend time studying, researching and learning everything they can about their field. They love to learn, they love to find ways of helping their clients, and they love to get better results. It is this learning that has already placed them one step towards being an expert in their field.

In future mini lessons, we will detail the pathway that demonstrates the steps necessary to become recognised as expert. Suffice to say, because of the love for what it is you do, you are already halfway there.

In reality, it is a disturbing myth that many practitioners believe that in order to become an expert in your field, you need to study laboriously, perhaps achieve a Ph.D. or have been in practice for 20 or 30 years. Equally, practitioners misunderstandingly believe that the expert also has skills, expertise or training that they do not have.

The reality is that experts often know the same amount of information as many of the practitioners who are struggling and not succeeding in practice. What's differentiates them isn't their knowledge and skills in relation to practice, but in relation to branding, marketing and positioning.

The expert knows how to position themselves as an expert; what to say and do to create a perception in the mind of the community of their status.

I want to dispel the myths about becoming an expert, here and now. The truth is, if you are good at what you do, love what you do and are willing to continue learning and developing your knowledge and skills sets, you can be easily recognised as an expert and receive the many benefits that go with that status.

You don't need to know significantly more than other practitioners or study to the level of a Ph.D. You don't need to have seen thousands of clients in the area you want to be

recognised as an expert, nor be earning hundreds of thousands of dollars or be recognised as a celebrity.

Those myths have held practitioners back for too long. What you do need is a blueprint, a proven formula for positioning you as an expert in your field and reaping the rewards as a result.

These mini lessons will detail the blueprint to becoming recognised as an expert in your field.

Note:

The free webinar on ‘How to Become an Expert in Your Field’ details the five pillars of becoming a recognised expert. The five pillars are your blueprint or formula to becoming a recognised authority. So, to achieve the expert status you desire, it’s important to watch this webinar to get a clear picture of the blueprint necessary for you to achieve the success you desire.

HOW TO BECOME AN EXPERT IN YOUR FIELD — MINI LESSON #4:

One of the key elements underlying an expert's success is the way they are perceived by their clients and the community. They are perceived as an expert, not purely because of the knowledge or skills they have (although these are important), they are also viewed favourably because of the way they interact with their clients — they are truly service oriented. They are benevolent and caring.

This compassionate, service-oriented approach of practitioners towards their clients positions them favourably in the minds of the clients, creating incredible loyalty, confidence and trust. This perception is what is defined as *pre-eminence*.

Pre-eminence is a philosophical approach that expert practitioners express in relation to their clients. Pre-eminence advocates, extols and champions the role of the team, focusing on the best interests of the client. Pre-eminence is created by subordinating your needs to those of the client. That is because the underlying basis of pre-eminence is a keen commitment to empathy — developing sincere and compassionate awareness and understanding of how the client sees the interaction. Pre-eminence builds trust, expertise status and success because it has a call-to-action and only action creates positive and lasting change.

Pre-eminence relies on authentic communication, is service based on love, and expresses who the practitioner is through what they do in service and contribution to the client, their needs and health goals.

All of this creates a perception in the minds of the clients — and it is this perception that affords the practitioner, who delivers care based on this philosophy, the position as an expert — and the status and recognition that goes with that authority of position.

How are you practicing and embodying pre-eminence in the care that you deliver? How are you going to do it moving forward from this point?

Note:

A section of chapter one in the book *How to Become an Expert in Your Field* details and addresses the process of pre-eminence. The *How to Be an Expert in Your Field* book is available in the *Practice Mastery* Institute shop at:
www.practicemastery.com.au/shop.

HOW TO BECOME AN EXPERT IN YOUR FIELD —

MINI LESSON #5:

Having introduced the foundational elements of how to become a recognised expert in your field, it is now time for us to embark upon detailing the formula for achieving expert status. The formula incorporates five pillars that define the structure for successful expert status.

Each of these pillars incorporate one or more strategies, each building on the previous strategy and, combined, produce a powerful and distinctive mechanism for positioning the practitioner and educating the community as to the authority of the practitioner, effectively positioning them as an expert in their field.

Over the next five mini lessons we'll detail each of these pillars, including:

1. Positional Statements
2. Marketing Communications
3. *Marketing Alchemy*
4. *Pre-eminent Positioning*
5. *High Performance Client Care*

When considering each of these pillars, understand that they are building blocks. The foundation has been felt with pre-eminence and your expert origins. Now, the structure is being built and the blueprint being brought into physical form.

As with any blueprint, simply admiring its form on paper does nothing to achieve the building of something great. It requires action. It requires work.

The mental work has already begun by reflecting upon what it is that is meaningful to you; that will motivate you to become an expert in your field.

Now, further mental action will be required, as you will need to reflect and think upon many additional elements in each of the pillars. However, most important will be the action you take to create the position of authority you desire.

Prepare yourself for greatness as you await the next email.

Note:

A great supplement to the *How to Become an Expert in Your Field* book is the *Your Perfect Practice* program, which can be found in the specialised program sub-menu under the Courses menu at the *Practice Mastery* Institute website at www.practicemastery.com.au/courses/specialised-programs. This program is a powerful resource designed specifically to help you to know and understand what it is you can do to create your perfect practice, see your perfect clients and have the practice you always dreamed.

HOW TO BECOME AN EXPERT IN YOUR FIELD — MINI LESSON #6:

The first pillar in becoming a recognised authority in your field and being in the position of an expert is your Positional Statements.

Positional Statements are your communications that position you as an expert in your field, as a leader.

The way you position yourself, the way you communicate, the expertise that you have can be done by three simple, yet powerful and profound mechanisms:

- Authorship
- Endorsements and testimonials
- Referrals and recommendations

When you author a book, you become recognised as an expert in your field by virtue of the fact that you are a published author. By receiving endorsements and testimonials from clients, there is social proof, evidence in your expert status, the trust and belief that people have in you, and this goes a long way to developing your expert status as a perception that clients and the community hold. Finally, when clients begin referring and recommending you, the authority you hold as the ‘go-to’ practitioner embellishes further your positioning and status, and builds your credibility, resulting in expert positioning.

Note:

There are many ways to go about doing this, and we address those in the free *How to Become an Expert in Your Field* webinar, which you can view at: www.practicemastery.com.au/expert-masterclass-training. If you haven’t already viewed that webinar, now is the time to do that.

HOW TO BECOME AN EXPERT IN YOUR FIELD — MINI LESSON #7:

Pillar two is your marketing communications. There are specific marketing communications that, when applied, have a profound and powerful effect of positioning you positively and favourably in the mind of your clients and your community.

For example, creating a unique selling proposition, a position of statement that differentiates you favourably from your competitors gives you the opportunity to enable clients to think of you as their solution for any problems, complaints or challenges they have.

Equally, by networking with your community, with clients and with colleagues, people will begin to recognise your name, understand who you are and be clear about the products and services you provide.

One of the most powerful elements of marketing communication is doing presentations; workshops or seminar. A confident and competent presenter is automatically recognised as an expert because they are speaking on a given topic. By virtue of the fact that you are speaking on the topic, presenting in a public forum, the perception is created that you are sufficiently knowledgeable to be delivering this information and, thus, by association, are a recognised expert.

This recognition and the community outreach that goes with these methodologies continues to build your credibility, positions you powerfully and favourably in the mind of the client, and establishes firmly the expert status.

Note:

If you are unfamiliar with any of these marketing communications and strategies, they are covered in detail in *the Practice Mastery Marketing Alchemy Program*. This can be found at: www.practicemastery.com.au/marketing-alchemy-program

HOW TO BECOME AN EXPERT IN YOUR FIELD — MINI LESSON #8:

The third pillar is using principles of *Marketing Alchemy*.

Marketing Alchemy is the process of attracting a flood of new clients to your practice. *Marketing Alchemy* is turning strangers in to clients and clients into wellness advocates. This is done through several methods, including:

- Print media
- Guarantees
- Definitive planning

By using print media efficiently and effectively, you can outreach to your community, create an effective marketing message and generate interest for your products and services, and your practice. Print media includes elements such as newspaper advertising, brochures, flyers and classified advertising, not to mention the Yellow Pages.

Furthermore, the marketing alchemist creates certainty in the mind of the client and eliminates barriers that may exist by offering guarantees. We're not talking about guaranteeing results for clients overcoming their ailments. Instead, we are removing the barrier of entry into the practice that clients might have when determining who they should see as their practitioner. By guaranteeing education, service and confidence the client has confidence, the practitioner is seen more favourably, is trusted, and the client is more likely to commit to care. These are parts of the foundations necessary for a person to be seen as and recognised as an expert in their field.

Finally, the successful practitioner is clear about what they need to do to market effectively. The process by which they generate their clients and how the process is integrated. This is called planning. Planning to be successful. Planning to build your practice. Planning to be a recognised authority in your field.

All of these elements are detailed within the *Practice Mastery Marketing Alchemy* program. This can be found at: www.practicemastery.com.au/marketing-alchemy-program.

If you haven't taken time to review the content of this course, do so now. It is the most powerful, profound and comprehensive online marketing training for practitioners anywhere in the world and is backed by the *Practice Mastery Triple Guarantee*.

This program is a powerful and valuable adjunct to the *How to Become an Expert in Your Field*, and I look forward to being able to offer information, education and resources within that program for you on your journey to expert status.

Note:

If you haven't yet reviewed the *Practice Mastery Marketing Alchemy* program, do so now at www.practicemastery.com.au/courses/marketing-alchemy-program.

HOW TO BECOME AN EXPERT IN YOUR FIELD — MINI LESSON #9:

The fourth pillar of becoming an expert in your field is *Pre-eminent Positioning*. While we detailed the philosophy of pre-eminence at the beginning of these mini lessons, *pre-eminent positioning* is an extension of that philosophy into practice, into how clients perceive you and attach themselves to your care and recommendations as a result of that perception.

For example, you may be effective at marketing. People may begin to see you as an expert; knowledgeable and skilful in your field.

However, if 10 people each week come into your practice, yet only two or three of those book into ongoing care, in particular, wellness care where they are enrolled in at least 12 weeks, potentially 12 months-worth of care, then irrespective of your status or perception in the community, your effectiveness in delivering powerful outcomes is diminished.

The truth is expert status is achieved when you are achieving milestones of 80% of your clients committing to a wellness care program.

The process of *Pre-eminent Positioning* gives you the opportunity to create these types of powerful and effective outcomes. It incorporates elements such as the Conversion Mastery Blueprint, the scripts, communication processes, systems and strategies for how you meet clients where they're at and lead them to where it is they would ideally like to go — wellness care.

It is a proven system for helping clients understand why it is that the care you provide, the services that you are delivering and the direction they are moving is essential in terms of the health and wellness goals they have and the outcomes they desire.

While the *Pre-eminent Positioning* program is discussed within the *How to Become an Expert in Your Field* book, a complete training program exists to create *pre-eminent positioning*. This can be found at: www.practicemastery.com.au/pre-eminent-positioning-program.

If you haven't reviewed this program on the *Practice Mastery* website, I'd suggest that this would be a fantastic time to do that now.

HOW TO BECOME AN EXPERT IN YOUR FIELD — MINI LESSON #10:

The fifth and final pillar of the blue print to becoming recognised as an expert in your field is *High Performance Client Care*.

High Performance Client Care is best described as *delivering an outstanding service and extraordinary care on a consistent and reproducible basis*. This means doing a powerful job with your clients, both support team and practitioner alike, generating powerful health results and interpersonal relationships.

In fact, it is the pathway to incredible loyalty and a raving fan mentality from the clients, whereby they refer proactively, recommend your care and your practice unashamedly, and remain loyal to you as a practitioner, to the practice and to the wellness philosophy they are now engaged in.

When you deliver this type of care, when you engage with your clients in this way — you create a wow experience. You deliver moments of joy to the clients. You become memorable, special and an important part of their life.

By this time, the credibility has built to such a point that you are not only recognised as an expert, but you are positioned so favourably, so preferentially in their minds that you are the only real consideration that they have for their healthcare choices they make.

Once again, the *High Performance Client Care* program is detailed on the *Practice Mastery* website and can be viewed at: www.practicemastery.com.au/high-performance-client-care.

If you haven't had the opportunity to review this program, this would be an excellent opportunity to do that now.

With only one mini lesson in this program to go, I'm sure you can see the benefits of the status of becoming a recognised expert in your field and the methodology of achieving that outcome.

HOW TO BECOME AN EXPERT IN YOUR FIELD — MINI LESSON #11:

This series of mini lessons on How to Become an Expert in Your Field has provided for you the blueprint for successfully positioning yourself as a recognised expert on authority in the field of health and wellness care.

It has provided a blueprint for the successful realisation of that outcome through defining the foundation of pre-eminence and expert origins, and distilling the five pillars that define how to become an expert in your field.

This blueprint is detailed within the book *How to Become an Expert in Your Field* and also the audio book by the same title.

Both of these are available within the *Practice Mastery* Institute's shop.

Furthermore, to bring this together in a comprehensive system, we have put together the How to Become an Expert in Your Field — Expert Master Class.

This program, delivered over six weeks through fifteen powerful webinars, drills down deeply to the pathways, mechanisms and processes necessary to become a recognised expert in your field. The program incorporates a PDF copy of the book and an MP3 of the audio book *How to Become an Expert in Your Field*, in addition to the six webinars where I personally led and coached practitioners through the content of the book itself and the individual questions practitioners raised in how to become an expert.

This course is available to you in the *Practice Mastery* Institute's shop at:
www.practicemastery.com.au/expert-masterclass-training.

Naturally, this comes with the *Practice Mastery* Triple Guarantee, which can be found at:
www.practicemastery.com.au/practice-mastery-triple-guarantee.

If you have enjoyed these mini lessons, then it's time now to take the next step to achieving your expert status by purchasing the book, audio book or the Expert Master Class webinar program.

These will enable you to achieve the goals that you've always wanted, the status you've always desired, and achieve the impact on the health and lives of your community that called you into practice in the first place.

More than not, the recognition and authority that goes with being an expert, the status and financial remuneration, as well as the personal and professional satisfaction that results calls you now.

Take action today towards the personal and practice transformation that you deserve.

I'm looking forward to seeing you on the other side,

Marcus Chacos for the *Practice Mastery* Team

P.S. Because you have always wanted to be recognised for the powerful and profound work you do as a practitioner, this program is designed specifically for healthcare practitioners to achieve expert status and create a powerful place in the community. Go to: www.practicemastery.com.au/expert-masterclass-training now to claim your *How to Become an Expert in Your Field* — Expert Master Class program.

P.P.S. This program is guaranteed, which means either you become an expert or you don't pay. It's as simple as that. No uncertainty — just a simple guarantee for you to become a recognised expert in your field and benefit as a result.

NOTES

*Transforming **your** health care practice **your way***

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