



Recognized Expert

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Become a Recognized Expert

- Acquire expertise.
- Give it away for free.
- Leverage the exposure.

Become an expert.
Demonstrate your expertise.
Convert to sales.

Notes

Places to Acquire Expertise

- Put your keywords into an article directory.
- Put your keywords into iTunes Music Store.
- Put your keywords into YouTube.com.

<http://www.ezinearticles.com>

<http://www.itunes.com>

<http://www.youtube.com>

Notes

Categorize Your Content

- Give the beginner content away for free, establishing your credibility.
- Do market research with the intermediate content; learn about your audience.
- Package and monetize the advanced content. That's where you make money.

Notes

Cross-sell the Advanced Content

- Always tell your audience what they're NOT getting in the free content.

Notes

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