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Ten Ways to Establish Yourself as an Industry Authority and Media Source

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How many times have you thought – I should have been quoted in the article? The authority on the panel? The profiled expert in the magazine?

Getting known as an authority in your field or niche has tremendous benefits both for your professional goals and for your firm or practice. For a new company or consultant, it builds credibility, prestige and awareness. For an established firm, it reinforces a leadership position, helps recruitment, and ultimately generates sales. By building your credentials as an authority, you add to your marketability, enhance your value to your company, and generate press and professional opportunities that could even end up with invitations to sit on corporate boards. Here are ten tips to make that happen:

1. Use research as a platform to establish your expertise. Doing proprietary research is much easier and cost effective today with online sites such as surveymonkey.com. Also consider teaming up with a market research company or a large firm that has an in-house research department.
2. Write bylined articles for industry journals and online media. These articles place you in databases and search engines so that reporters writing articles on industry topics will find you front and center. Plus, writing clips are a valuable addition to your credentials.
3. Take a stand on industry issues. Donald Trump didn't become known by voicing bland comments.
4. Use your photograph wherever possible. People may not read all the articles, but they do look at pictures, and someone whose photo is consistently featured is viewed as a "Player."
5. Enter award competitions, not only for your work, but also, for contributions made to your profession and community.
6. Get to know the opinion-making media in your industry and in your local community. They may not have time for lunch, but will often be receptive to an informational meeting in their office.
7. Be sure, wherever possible, that news releases bear your quote and that this quote has substantive information. The idea is for the quote to be used, and in order for that to happen, it needs to add value to the story. Work with your Public Relations staff or agency by giving them input. They can't quote what they don't know.
8. Send your company newsletter to industry media and be sure it has your photo and a letter from you to readers (refer to tip #4).
9. Speak at industry conferences. By sharing your knowledge, you create recognition as an expert and as someone who proactively promotes their industry.
10. Make sure your biography is updated regularly. It's your "calling card" to recognition.

Use all 10 tips, pick out three, or feature five. Whichever way you choose to utilize these 10 core actions, you'll no longer be an anonymous face in the crowd. You'll be a star of your own making.

