

# 5 Factors That Help Define an "Expert"

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# A few common factors among "experts"

Are you an *expert*?

Don't know? Never considered it?

Never fear, with our guide, you can find out.

What kind of factors do all experts share?

More importantly, when it comes to the business arena, how do we define what an "expert" is?

Read on...



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## Principle #1

# Track Record

An expert has a proven track record of success.

An expert's professional work consistently achieves "successful" results.

It doesn't matter what

- you think people *may* think about you.
- other people *say*.
- success other people *may* have had in the same field.

Results talk.

[I talked about this concept in June 2023 >](#)

## Principle #2

# Testimonials

The top people in their respective fields have not only people, but other businesses recommending their expertise.

### **Feedback is key.**

The average consumer reads roughly 10 reviews online before purchasing an item—whether it be a physical good or digital offering.

Testimonials make a difference.

[Testimonials will grow a small business >](#)

## Principle #3

# Referrals

Social proof matters.

When trusted professionals **refer** the work of others, that is a sign that you are now dealing with an "expert."

Over 80% of Americans seek recommendations or referrals before they buy.

[Developing a Mindset ... leads to sales and referrals >](#)

## Principle #4

# Recognizable credentials

Expertise doesn't simply "arrive" one day. Credentials help, but what forms do credentials come in?

- formal education
- professional certifications
- career experience
- so on, and so forth

When credentials are recognized within an industry or a niche, it helps create a known "leader" in the field. Leaders become experts.

Having a wall full of diplomas only gets you so far.

[Sometimes the "credential" is doing your job well >](#)

## Principle #5

# Understanding failure

Experts aren't necessarily "geniuses." They certainly aren't perfect human beings either.

An expert understands—and is usually well-versed in—failure.

Experts develop strategies to avoid failure in the future. If failure cannot be avoided, experts have strategies to deal with failure in their field...positively. Forward momentum is what counts.

Experts can and will advise others how to do the same when it comes to facing failure head-on.

[True story of a failed band, but enormously successful >](#)

## Final Word

# Experts ...

- Are more likely to secure new clients or customers
- Are better positioned to land referrals and testimonials
- Have the ability to boost revenue potential.

Social media is often seen as the realm of "experts." *Caveat emptor.*

It is trust within the "real world" that pays off for the true expert.

[Opportunity presents itself when YOU are prepared>](#)

**Are you an expert?  
Probably.**

**You are an expert  
in a particular  
field, but you may  
not know it...yet.**

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