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CAROLROTH

T O U G H L O V E F O R B U S I N E S S



Business Unplugged™

This blog features Carol Roth's tough love on business and entrepreneurship, as well as insights from Carol's community of contributors.



Tips for Becoming a Respected Business Industry Expert

By: [Carol Roth](#) | [No Comments](#)

Being viewed as the “go-to” expert in your industry or field is so important for gaining the respect and trust that is needed for a successful business. But, how do you become that go-to expert? Well, I have reached out to the CarolRoth.com contributor network of business owners, experts, advisors and entrepreneurs to find out their best tips. Their answers are presented below in no particular order.

You may notice some similar ideas listed, but I kept them separate, as something in the way one is framed may resonate differently with you.



Offer Your Expertise to Media

The public has a tendency to view people they hear, see and read in the media as experts. Focus on radio and TV for talk shows and check the paper for opportunities to offer valuable information on topics that would be a good fit for them. Contact the reporter or host and offer your free service in the areas you have expertise in. Obtain their direct contact information and send them information on your qualifications, list of your expert topic areas and your contact information and web site.

Thanks to: Nancy D. Butler of [Above All Else](#).