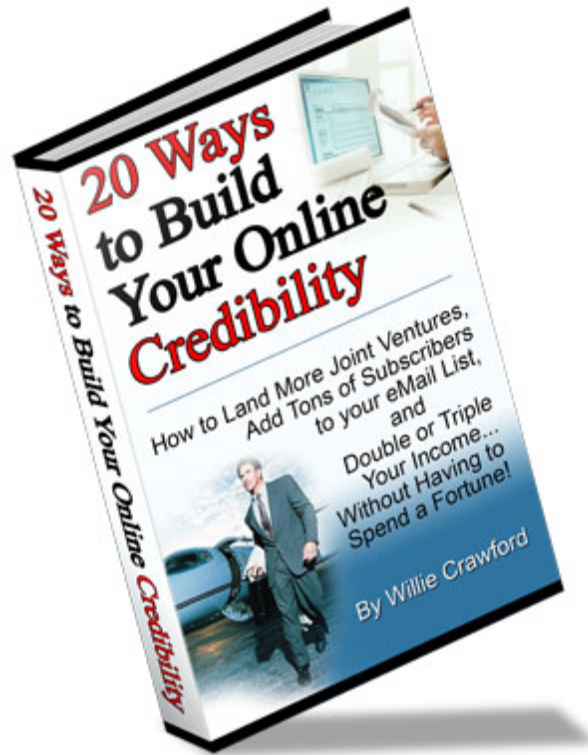


Willie Crawford Presents...



20 Ways To Build Your Online Credibility

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During the call, Willie shares tips on how you can easily increase your online credibility.

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20 Ways To Build Your Online Credibility

Hi, everyone! This is Willie Crawford, and I'd like to welcome you to another addition of *Willie Crawford Teaches Real Intimate Marketing*.

Today's show will be me teaching or sharing with you *20 Ways To Build Your Online Credibility*. This is basically a laundry list of things that I do or have done that lets you leverage your online effectiveness.

During the show I will encourage you to share your questions and comments in the chat room and also to call in. I've scheduled the show for two hours and so I don't really want to be stuck listening to myself talk for two hours, so if you call in with questions or comments they're certainly welcome. I anticipate us taking about two hours to cover the 20 methods that I had on my notes.

I do ask you to mark the show as a favorite while you're on the site, and then there's a link off on the right side of the menu bar where it says favorites. If you just click that and mark the show as a favorite it helps us with the rankings and ratings, so we'd appreciate that.

I guess the best place to start is by point out that way back in 2003 I hosted my first internet marketing seminar, and at that seminar my first speaker was my friend Stephen Pierce. That was his first time ever speaking, and I still remember his presentation because it so resonated with me.

What Stephen said was that online people don't trust you and the most important element that you can have in your marketing is proof: proof of what you say, proof of who you are, and proof that your product can actually help your prospects and your website visitors to solve their problems.

Today's show is largely about how you provide that proof. It's about stacking up credentials that show the world that you really are an expert in your area and that you're qualified to teach what you teach.

So many websites that you visit online you wonder who's really behind the site. It has no credibility, it has no credentials; there's no proof that the person behind the site knows what they're talking about.

You and your customers are hesitant to spend money on any website unless you are relatively certain that person you're going to buy from is at least qualified to teach you what they're teaching you. That's what we'll be talking about today.

Let's face it, online anyone can put up a website and claim to be an expert. If someone does that and they get caught they could go to jail, but there are people who make false claims on websites.

Your audience knows that and so your audience is very critical of who they trust. Again, that

makes it very, very important that you display your credentials, that you credentialize yourself.

So today we're going to spend about two hours, depending upon how I pace myself, going over ways that you can prove or showcase your credibility. I do encourage you to call in if you feel so inclined. That number is (347) 215-8784, if you call in I'll put you on the air and you're welcome to share your questions, comments, or observations.

Let's look at some ways that you can prove that you really are the expert. We'll get right into the 20 ways that you can build your online credibility.

1. Articles

The first one is one that I use all the time and it's writing articles. First of all, because the internet is all about content, people don't online often to buy things. On some sites they do, like on eBay and Amazon they go online to buy things, but on other sites they go online and really look at the information for solutions to their problems.

The way you show the world that you're the expert on that topic is to put content out there that demonstrates that, and that content for my first method is writing articles.

I've personally written over 1,100 articles since 1996, and most of those articles have been on the topic of e-commerce. I encourage and I teach you to write articles of anywhere between 500 to 1,500 words talking about the problem that you solved that is what your expertise is all about, and then at the end of the article you tell people where to learn more from you.

It really is that simple. It's all about letting your market that you know what you're talking about. Your articles prove that you know your stuff and then that attracts followers and customers.

There's a lot of courses out there on how to write articles. I've personally actually written a number of them myself, so I won't get into the how-to of writing articles as much as to actually just give you a very simple formula. That formula is a copywriting formula that I call the problem-agitate-solution formula.

With the problem-agitate-solution formula, first of all you have to decide what it is that your article is supposed to accomplish, what problem that you're solving. Again, people go on online looking for solutions to their problems.

Once you identify what problem you're going to solve, then in your article you tactfully explain why it's a problem that's painful enough that the person reading your article wants to do something about it.

That's the agitate part. You describe it in excruciating detail. But it's an article so you don't want to be just hammering them saying, "You need my product to solve your problem." You need to do it in a tactful way, but you need to agitate that it is a painful problem. Finally,

somewhere near the end of the article you point out why your product is the perfect solution to their problem.

It really is that simple. It's problem-agitate-solution formula. That's the copywriting formula I use for writing most of my articles. There are people who will be listening to the call who say, "Well, I'm not a writer." That's fine. Writing doesn't require that you create great literature, it's just communicating effectively.

It can be as simple as, "Top 10 ways to do something," "Why you need to do this, why you need to do that." It doesn't have to be great literature. It just needs to get the point across.

As I said, I've written over 1,100 articles and it still happens to me today that I'll write an article, proofread it a dozen times, and then as soon as I publish it I'll get someone sending me a nice, polite email saying, "If you need someone to edit your writing, I'll be happy to do that for you" – basically pointing out that they are finding mistakes in my writing.

I don't worry about being perfect anymore. You do want to make your writing as flawless as possible, but it doesn't have to be great literature. One of the easiest, quickest ways of credentializing yourself, of proving to the world that you're an expert, of leveraging your credibility, is to write articles and then distribute them.

I use a piece of software called Easy Push Button Traffic to distribute my articles. I have used a variety of services over the last 10 years or so and Easy Push Button Traffic is just a semi-automated way of submitting. It's a piece of software where you just drop your article into a template and click Submit and it submits them to some places.

Many of those places actually relay and submit to others, so you submit to a dozen places and it ends up on thousands of sites. Easy Push Button Traffic you'll find at www.EasyPushButtonTraffic.info if you're interested in that.

2. Guest interviews

My second method that I'll cover on building your online credibility is to be a guest on a radio show. You could be on radio or television, but on internet and for us it's easier to be on radio, so that's why I say that.

When you're a guest on a radio show or when you're a guest on an interview or a teleseminar, the host of the show is basically telling the world that you're an expert.

They're telling the world, "Here's someone that I think that you should listen to," and that's very powerful because what you're doing at that point is you're borrowing that host's credibility. They're saying, "Here is someone that I listen to and therefore you should listen to." "Here's someone I think is important enough to listen to," and so being a guest on a radio show is very, very powerful.

It's not difficult. All you need to do is track down the host of shows in your niche and let them know that you'd make a great guest. Now, there are some tricks to it which I'll cover very

quickly. You need to make the job painless, as easy as possible for the show host to know that they can interview you and it won't be a lot of work. The way you do that is when you first contact them you tell them that you have two pieces of data.

One is you tell them you have a Q&A, which is a question and answer sheet, and the other is you tell them you have your bio handy. The hardest part of hosting a radio show is preparing for it, flowing it out, and if you can give that show host suggested questions to ask you and a bio they can read to introduce you, you've made their job incredibly, incredibly easy.

Write out for a typical half-hour segment maybe seven questions, or for an hour show 10-15 questions that they can ask you.

What you're doing in doing that is you're making it so that the show host doesn't have to research your topic. If they're inviting you on their show, and this across niches, this is not just internet marketing, there are literally hundreds of thousands of radio shows, many of them internet based, on any topic imaginable.

I'm on BlogTalkRadio right now and if you would just sift through the database of shows there, the site has a search feature, you'd see there are shows on everything from hobbies to sports to health and diet to religion to politics, you name it. Whatever you think you're an expert at or would like to be featured as an expert about, there are shows out there for it.

It's just a matter of you tracking down those people that host those shows and then not being shy but contacting them and saying, "Hey, I'll make a good show guest." They are concerned that you'll be interesting, that you'll carry the show, that they won't look bad from having you on the show, so you need to be ready. You need to have your data ready.

You need a topic that's interesting, that's fascinating to their audience. For example, with this BlogTalkRadio show that I host it's about internet marketing and about business on the internet. The guests that I'm looking for are people who can share something and teach something about running a business. That's what I'm basically looking for in a show.

There are resources out there, only one of which I'll mention. My friend Kathleen Gage has an e-book called *Directory of Resources for Internet Radio Interview Opportunities*, and Kathleen's book you'll find at StreetSmartsMarketing.com. It's a PDF e-book that lists radio shows.

Her book is broken down by category and then the show details: the name of the show, the show host, the email address of the show host, and when the show times are. She gives you a link to the shows so you can go online and check it out.

Then she gives you information on the show: what the show is typically about, how to prepare for the show, and basically how to have a better chance of being selected as a guest on that show. I mentioned Kathleen's book for two reasons, one is that she's a close friend and she's an excellent writer, and two, because I use her book all the time.

Again, the book itself is called the *Directory of Resources for Internet Radio Interview Opportunities* and you will find that at StreetSmartsMarketing.com, and over in the right hand margin there are links to the book itself.

That's the second way to position yourself as an expert.

3. Write a book

The third way is to write a book. I can't think of anything that lends greater credentials or greater proof of your expertise than writing a book.

A lot of people will say, "Are you out of your mind? I can't write a book." I say, "If you can write an e-book you can write a book, and if you can write an article you can write a book. Take 20 related articles and then just make each article a chapter and you publish it."

My friend Fred Gleeck used to teach that you make writing like brushing your teeth. It's something you do every day as a habit, so every day you get up and you write for half an hour or 15 or 20 minutes. Some days it won't be something you're happy with, but just get in the habit and before you know it you're doing it every day and you'll eventually have a product you're happy with.

It is just a matter of writing a little every day and if you want to be positioned and viewed as an expert I think it's something that you absolutely, positively must do.

I mentioned Fred Gleeck earlier. Fred used to talk about being on an airplane and sitting next to somebody and the natural question you ask a stranger is, "So what do you do?"

And he'd explain what he did and they'd say, "Oh really? Do you have a card?" And Fred's response was always, "No but you can have a copy of my book" and they'd go, "Your book?" All the sudden you're elevated in their eyes.

We're talking about online credentials, but online people think that writing a book is difficult, too. So it just elevates you in the eyes of your market place. I think it, again, is something you absolutely, positively must do.

It needs to be a physical book. If you can write an e-book you can do a physical book. You don't need to have a lot of copies printed, you can use companies that do print on demand, and you just to Google and Google "print on demand books" and you'll find dozens of them.

If you don't feel like writing, one of the things I see people do all the time is to interview a number of experts on your given topic and then just hand those interviews to a transcriptionist who types them out.

You can even hand that to a virtual assistant or an editor who organizes the different chapters in some logical sequence, does a little editing to make it all flow, and you essentially have a book. It's not that hard.

I'm in at least a dozen books over the last five years where I'm featured in the books. The way that the authors got my data was they called me on the phone or at a seminar or conference, interviewed me, transcribed that, and that was the start of their book. These are books that are published and some of them are #1 Best Sellers. The easiest way to do a book is to start with an interview.

That's the third way to build your online credibility. You need to be an author, period.

4. Teach a teleclass.

The fourth way is to teach a teleclass. Again, you're the expert so you demonstrate or you prove you're the expert by getting out there and teaching something. I mean you're online running a business, most of the people listening to this call, and in running that business you need to show people that you know what you're doing.

You can sell access to your teleclass but you don't necessarily have to. You can teach free teleclasses. Even something like this radio show is to an extent a teleclass showing that I know something about leveraging your online visibility and credibility, and I know something about marketing, and a big part of marketing is credibility. As I pointed out, your potential customers on the internet don't believe you and don't trust you.

A lot of them, actually, as they go to your webpage and start filling out the order form are sort of shaking a little bit. They're afraid they're going to put their credit card information in that form and something bad is going to happen. So you have to overcome that and the way you do that is by building credibility and trust. A part of that is being everywhere and demonstrating and proving your expertise. So this is critical; absolutely, positively critical.

For a teleclass, first of all you start out by identifying a topic that lots of people want to know about because if you do a teleclass on something no one cares about, yeah, you'll be the expert on that topic but so what? It has to be something lots of people want to know about and then it's really as simple as reserving a recording line, a bridgeline, and letting the world know about it.

You can announce it on your website, in your newsletter, on social networking sites, wherever, because there are people following you on Twitter and on Facebook who have an interest in the same thing you do, hopefully, and so you just let the world know, "I'm doing a teleclass on this topic."

Then you record that teleclass and you create a product. Almost all the times that you do a call in a group setting where it's involving a lot of internet people, you typically want to record it and create content because a big part of credentializing yourself is having a lot of information and content out there.

The more audios and videos and books and e-books and articles that you have out there, the more visible you are, and the more visible you are the more people see your name, the greater you are credentialized all things being equal.

You want to be out there, so teach a teleclass and record it. You have lots of ways of doing that. I'm not that big on webinars. Webinars are where instead of just doing it on the telephone you also let them follow you on the internet and maybe you're showing slides and you're clicking from page to page.

There are services such as www.GoToWebinar.com that lets you invite a bunch of people, and whatever it is that you're seeing on your computer they're seeing as you guide them through lessons. That's a little more complicated than some people like.

I personally like just straight teleseminar where we get people on a phone line. You can find free lines that will let you invite up to 100, even a couple hundred people sometimes, and the service is free and typically you record it.

There's usually an extra charge for the recording, but that's how I do a lot. I actually have a dedicated bridgeline, so I give them the number for my own bridgeline, but you don't need one. I just do enough recorded calls to have my own line.

At the same time there are services such as AudioAcrobat, if you go to www.WillieC.AudioAcrobat.com, there's a service there where you can bridge in people and record on that line and within three minutes after you hang up the phone you have an MP3 you can download. I like AudioAcrobat for a lot of purposes.

It's not designed to have 100 people all dial into the AudioAcrobat line. What it is designed to do is to let you record just a couple of people, so when I use my AudioAcrobat line I typically will have people call into my bridgeline and I'll use the AudioAcrobat as a backup.

I will dial into the AudioAcrobat line and then three-way that call, as it's recording, into my main bridgeline. If I get a nice clean recording in AudioAcrobat then I don't have to pay the extra charges with my bridgeline provider.

Most bridgeline providers, services such as www.FreeConferenceCall.com and things like that, they charge you for the recordings. Audio Acrobat lets me do an unlimited number of recorded calls and videos for \$20 a month. That's why I recommend AudioAcrobat, and again they are at www.WillieC.AudioAcrobat.com.

After you record the call you have it transcribed. If you need a transcriber recommendation I would ask around, but I personally have used www.InternetTranscribers.com and I'm in the process now of actually testing out a new service, too. Basically I need my transcripts back fast and I need them accurate.

As I test out services price is not as much of a concern for me as getting it back fast and it being accurate. You could even contact me via my helpdesk, www.WillieCrawford.com/HelpDesk, and I'd be happy to recommend transcribers as I test out various ones.

So a teleclass is method number four.

5. Have a blog

Just create a blog. I personally like using WordPress. It's one of the easiest platforms in the world to get used to. I teach people to build their first website on the WordPress platform.

Most webhosting companies that use cPanel as the control panel for your website help preinstall certain pieces of software on the servers, so when you get that web account they probably have preinstalled WordPress.

All you do is read the instructions that tell you to click a few links and, boom, you have a blog there. Then go in and edit it. Edit the graphics. Edit the general look and feel of it, but it's not complicated. There are dozens of tutorials out there on how to do this so I won't go into that.

What I like about WordPress is it's easy to search engine optimize. It's easy to set up so that every time you post to your blog it notifies the search engines you've updated it, and if you set it up properly the links are all keyword rich and you start ranking very quickly for your keywords.

The reason you want to create a blog and use a blog is that, again, we're talking about creating a lot of content. People find you by going online looking for solutions to their problems, and if you're an expert on some topic you should be blogging about it.

If you're an expert on losing weight, on fitness, on raising children, on relationships, on growing orchids or pets, or getting rid of pets, whatever, or you're a plumber, you need a blog where you talk about common things that people are concerned about.

If you're a plumber maybe you need to be talking about how to clear up clogged pipes and prevent certain things and how often you should have certain things done. When people go online they find you.

Blogging to me is all about putting content out there. You need to have a blog. That's a way of credentializing yourself or positioning yourself as an expert. You do need to post to the blog fairly frequently so that there's a lot of content out there for people to find you with.

Blogging can also be very profitable. I have a friend, Yaro Starak, who teaches a course called [Blog Mastermind](#) and Yaro makes up to \$35,000 per month from his blog and he never spends more than about two hours per day blogging. In fact, I've already interviewed Yaro on how he blogs, his system, and part of it is that he does sell advertising to have sponsors and things like that.

On the site where you're at now, at BlogTalkRadio, the audio from that interview with Yaro is actually on the site. You just have to scroll through the archives. At the same time, I had that transcribed and if you want the transcript you can get that free. You would need to go to www.WillieCrawford.com/FreeTranscripts.htm.

If you go there it tells you how to get actually the transcripts of most of the shows I've done

on BlogTalkRadio recently. I enjoyed doing the shows. I do the shows because I like publicizing my guest and it's a part of my business model. I give away the transcripts to most of my shows and I'll even be giving away the transcript to this show.

If you go to www.WillieCrawford.com/FreeTranscripts.htm there you can find my interview with Yaro, where we talk about how to blog profitably. Again, you need a blog. You need to be visible. If you don't have a website up, your first website because you also need a web presence, and if you've been around for more than a few months and don't have a website put a blog up today. It's easy.

You could go to someplace like www.Blogger.com and set up one but you don't control that blog. Someone can visit www.Blogger.com, see your blog, find anything at all objectionable about it, accuse you of spam and Blogger will delete the blog if they get enough complaints.

But if it's on your domain and it's your site, then it's safe. That's why I like a WordPress blog on your domain. That's method number five of increasing your online credibility.

6. Publish a newsletter

First of all, you need to have a way to remind people who visit your website or who follow you on Twitter and Facebook and places like that, to come back and visit you.

There's million of pages out there on the internet, so chances are the majority of people who just drop by your website once and like what you have to say and even bookmark your site may never come back to see you unless you remind them of who you are.

So you need to publish a newsletter basically once a week, twice a month, whatever frequency you want. It reminds people of who you are and why they connected with you and bring them back.

That newsletter is the online equivalent of a newspaper. It is a credibility builder, provided you share information that they find useful. And if you're not a writer you can find lots and lots and lots of articles that other people give you permission to use.

You can go to a site such as www.EzineArticles.com and you'll find literally probably millions of articles that people have written with the intent of allowing other people to publish them. You can go to a site called www.IdeaMarketers.com, which is one of my favorite sites, and I'll mention that again later.

But www.IdeaMarketers.com also has lots and lots of articles by experts that you're free to publish as long as you don't change the article and you include the author's resource box. The reason they're letting you use their article is because they want the links and the publicity so you need to be fair to the authors, but you need to publish your newsletter.

When you publish your newsletter you need to make it very focused, because people are going to visit your site and they're going to join your newsletter with a certain expectation,

and if your newsletter doesn't stick to the topic, it doesn't deliver on their expectation, they'll unsubscribe. It's very disappointing to start building a list and then notice very quickly that you're losing more subscribers than you're gaining.

The way to keep subscribers and to build a loyal following is to be very focused and to stay on topic. You also need to be regular with a newsletter and I'm not always good at that, but if you can train your subscribers to expect your newsletter on a certain day of the week, even at a certain time, then they'll be looking for it. But if you publish it irregularly they may not notice. They may open it, look at it, whatever, so you need to be regular with your newsletter.

The model I like is to give lots and lots and lots of free content, but right at the very beginning let them know if you sell things, because if for months and months and months all you do is give them free content and then you send an issue out that's trying to sell them something you'll have people that you've conditioned not to expect you to talk about them buying stuff from you who will unsubscribe because they are offended, for lack of a better word.

You are in business to make money, so let them know right in the first issue that you do sell things. Let them know what products and services you sell, but deliver value, deliver content, and allow them to feel like they know you.

Build a relationship with them. Even publish personal things in your newsletter, for example your birthday, your children's birthday, that you're on a trip, or have a new pet or whatever.

Many of us live fairly boring lives and that's why we so enjoy watching soap operas and the news and things like that. We like to live more exciting lives through other people, so let your listeners or your readers live more exciting lives by sharing with them exciting things that are happening in your world, and that will cause them to tune into you more and to look forward to each issue or newsletter.

With all these things I'm talking about credentializing yourself, so your newsletter and your articles need to prove that you're an expert. I said you could use guest articles, but you need to be writing articles, too. You need to be running your articles and your newsletters. You need to be publishing your articles on your blog. You need to be posting them all over the place. That's method number six.

7. Posting to online discussion forums

Now that can be a waste of time if you don't do it right. You have to be on the right forums and you have to do it in the right way. You have to control your time. I actually use a timer on my computer. I have a timer called Cool Timer, which is a digital timer.

Before I go to certain sites, in order to prevent wasting a lot of time I will often set my timer for 10 or 15 minutes, however much time I'm going to allow myself to stay on that forum, and when that timer goes off I leave that forum and go back to doing something more productive, even though I consider forum marketing very productive. I've even done classes

in forum marketing.

When you go to a forum you basically need to showcase your expertise. You're joining a community where you want people to recognize you as the expert on your topic.

First of all, you find the forum that is on your topic. The way that you do that is to simply go to Google, type in your keyword, the keyword that people would use in finding your topic, plus the word forum. For most topics, even some fairly obscure topics, you'll find hundreds of forums.

The ones that are at the top of the listings typically are the busier forums. They manage to get at the top by being popular and getting lots of inbound links and things like that. Type in your keyword + forum, go over there, and then read the rules of the forum. They all have rules. Some don't allow advertising, some don't allow you to post links, and some encourage advertising.

Go over, study the culture, what is and isn't accepted on the forum, and after you've done that join the community and start posting. On certain forums I've noticed a hesitancy among certain people to use links, but a lot of forums give you a place to post a link and even to post a biography or a bio of who you are, information about you. Use that.

You want people in the community to know who you are because we're talking about building credibility. We're talking about building name recognition and the way you do that is by not hiding, but by letting people see who you are.

I guess you do want to be careful about how much you reveal about yourself, but you're looking at people that you want to be clients, your customers, and so you don't want to hide from them. You want to let them feel they know you well enough to trust you.

The only way to do that is to let them see what your site is, see who you are, so post your picture, post links back to your site and your profile on forums, and then engage in the conversation. What you're doing is you're leveraging, you're building your credibility by proving that you're the expert, and the only way to do that is to show people.

Especially on forums I'll even caution you that there are people who pretend to be experts who aren't experts. The flipside of that is be careful who you listen to on a forum and check out somebody before you follow their advice. That's always very important.

8. Discussion lists

Very similar to forums are discussion lists. There are numerous email discussion lists. When I first started back in '96-'97 I was very active on a number of discussion lists that I received in my email every day. People would ask questions, other people that were members of the list would answer the questions, and then the list moderator would select certain answers and publish them to the list every day.

There are many lists out there like that still so you can look for those by Googling

discussion list + your keyword. I can remember being a member of Link Exchange Digest and iSales very early on and carrying on some very, very protracted conversations on all kinds of marketing topics, which is what I was studying at the time.

In the process you gain name recognition and people starting seeing that you share very useful resources, ideas, or whatever. They connect with you and a lot of those people eventually become your customers, which is what we're talking about. We're talking about building credibility.

With the discussion lists, you study the list and then you fit into the culture. You do what's acceptable on that list. It's very important that when you join any group, whether it's this radio show, whether it's an online forum, an email list, a group on Google, whatever, that you study the culture, you read the rules, and you adhere to the rules so that you're not alienated by other members of the community.

People do that all the time. They do things all the time that violate what the acceptable norms of the community are. You don't want to do that. So number eight is to post to discussion lists.

9. Social networking

My favorite one right now happens to be Twitter, so I will encourage you to post to Twitter. Twitter and Facebook are communities where you need to be less promotional. It's not a place where you go and throw up a bunch of links to your products and services saying, "Buy this," or "Hey, I'm having a sale."

But as you build relationships, if you are having a sale, say you're running a fire sale for a special purpose or whatever there's nothing wrong with mentioning that, as long as it's not every single link that you post.

What you are doing is you want to share links that people will appreciate you posting and then they'll share those links. For example, post links to resources, special pieces of software, special tools, even things that lift the spirit, humorous things, information and facts and figures and pictures, things like that.

Another thing you want to do on a site like Twitter or Facebook is you actually want to get to know people on a deeper level. I have friends who have a habit of only following x-number of people, because they say you can only really know so many people.

I personally will follow anyone who follows me, but that doesn't mean I read everything you post. I can't possibly do that. What I do is typically look for people who replied to things I posted. I look for the @ replies and that's the thread I typically tune into when I'm on Twitter.

You want to get on Twitter and you want to engage in the conversation and you want to actually get to know people. You're looking for people who have similar interest to you and then you want to showcase your credentials and show them that you are someone that belongs in their world; that you somehow can help to make their lives better, that somehow

knowing you could make their life better. The way to do that is to actually build relationships with people on Twitter.

My friends Mari Smith and Carrie Wilkerson are both experts at relationship building online. Mari I've interviewed already and you can find her interview in the archives. If you scroll through the site there on BlogTalkRadio you'll find the interview I did with her where we talked primarily about Facebook and Twitter, and you can actually also access the transcript of the interview I did with her. It's free at www.WillieCrawford.com/FreeTranscripts.htm. The same with the one I did with Carrie Wilkerson, who brands herself as The Barefoot Executive on Twitter.

I've interviewed both those people and our discussions centered on building relationships, on networking, and on social networking. Those are resources that are free for the taking. Just scroll through the site and you'll find the audios, and if you go to www.WillieCrawford.com/FreeTranscripts.htm you can download the transcripts.

Number nine, though, is being active on Twitter, actually networking with people, actually letting people know who you are. I see in the chat room over on BlogTalkRadio some discussion about chat room etiquette and what you do and don't do.

When you tune into a discussion on Twitter, on Facebook, or on BlogTalkRadio, while it's great to let people know who you are and to point out your resources, you need to ask, "Why is the show being conducted in this case?" or "Why are these people hanging out on Twitter or whatever?"

You want to politely introduce yourself and then maybe if somebody asks tell what you do, but you don't want to just barge in, drop your links, and leave. In many communities that's known as a drive-by.

For example, on discussion forums, if you drop by a discussion forum and just post an article and leave, that's called a drive-by article. If you hadn't been a member of that community interacting with them on a protracted basis, many moderators will just delete that article because they see it as you coming by to say, "Hey look at me, read my article and go buy my stuff," but you haven't been an active member of the community. It is important that you know the etiquette in these communities.

Number nine is post to Twitter and one I don't have it on my list, I'll throw in an extra, and that would be join groups.

You can go to www.Google.com, www.Yahoo.com, or www.Facebook.com. You can search on keywords and you'll find groups of people. Some of these groups of people are in the thousands, and they all have the same interest. You join the group and then you join the discussion.

Again, what you're doing is you're taking the time to let people know who you are and to see your expertise. While some of these things sound like they're time consuming, I'll tell you that when you actually let people know who you are that you'll be surprised at times

when somebody comes and spends \$1,000 on a product or service with you or whatever because you spent all this time letting them get to know and like and trust you, and prove that you were an expert.

I was looking at Mari Smith's site earlier today and she has a teleclass in social networking that's \$2,500. There are people who paid that because they know that she indeed is an expert on social networking. But she could not do that without taking the time to actually let people get to know her and to be present everywhere just letting people see her face, sharing some of what she knows, until they reached the point where they automatically think of her when they think of a social networking expert. There's lots of others out there, I know. She's just the one that comes to mind because I've interviewed her.

10. Brand yourself as an expert

There are certain sites that actually will brand you and will market you as an expert. One that comes to mind is www.EzineArticles.com, where after you publish a certain number of articles they list you as an expert author.

One that I use more is www.IdeaMarketers.com. It's plural, Marketers, and if you go to www.IdeaMarketers/williecrawford, Willie Crawford in lowercase, you'll see that they actually have a program they've called their expert program.

IdeaMarketers is a place where people share articles and e-books and podcasts and all kinds of media where they share their content with the world. What IdeaMarketers also allows you to do is to become the designated expert for a certain category and then they do things to publicize you.

For example, I am the Joint Venture expert at IdeaMarketers. If you go to Google right now and you Google the term Joint Venture Expert, right now on the front page of Google, out of 2.6 million returns to the database, I have the number one, number two, and number three positions in Google.

Part of that is because I'm listed as the Joint Venture Expert on IdeaMarketers. That does lead to people who are looking for joint ventures or joint venture experts or joint venture brokers coming to me and wanting to purchase my services. So it's very powerful.

If you go to www.IdeaMarketers.com/williecrawford you'll see a description of their expert program. There's a fee for what they do but I find it worth it, although I registered as an expert before the program evolved to what it is now.

They actually will interview the experts and put you on podcasts and broadcast those to the world. They'll let you list your physical books you've written, list your e-books you've written, list all kinds of media, and basically it's like a media center where they are your publicist, for lack of a better word.

If you've ever looked at what publicists charge, they charge thousands of dollars a month, the good ones, and IdeaMarketer will let you essentially tap into the same level of publicity

for a mere fraction of that amount. That's why I recommend them. Again, that's www.IdeaMarketers.com, and again if you Google "joint venture expert" you'll see how effective that's been for me.

At IdeaMarketers what you do is you go over and you read the description of what an expert is, and if you think you can qualify you apply to be listed as the expert in that category or for a category.

Categories they have include business (accounting, communication, corporate). They have healthcare, human resources, legal, management; they have nonprofit, public speaking, workman's compensation.

You can be The Workman's Comp expert, Just imagine if your company specializes in selling workman's comp insurance or something like that how powerful it is to be the number one listed person when somebody types in a certain phrase.

They have a computer and tech category. They have blogging, audio streaming, cellular, digital camera (if you're the category expert for cell phones, for example) – for e-books, e-commerce, podcasting, pay per click advertising, software, video, VOIP – they have hundreds of categories and all the different money and finance categories and all the different family and parenting and gardening and recipes. There's alternative lifestyles and self help, dentistry, diabetes, food and wine, motivational.

What I'm showing you basically is when you position yourself as the expert you don't need to just think marketing. You don't need to think internet marketing. You could be the expert over at IdeaMarketers for natural health, for psychology, self defense, time management, vegetarianism, networking, list building, product launches, or building a business on a shoestring.

All of those categories that I just rattled off are actually categories that my friend Marnie, who runs the site, told me are open, and that's why I rattled those off because right before this show I emailed her and said, "What categories are open?"

Again, I'm the Joint Venture Expert over there so don't try to get that category. It's not available.

Part of what I just told you there was that you need other people telling the world that you are an expert on a topic too. It's a credential. It's a testimonial. It's not as powerful for you to tell the world, "I'm the world's leading expert at something," as it is for someone else to do that.

I'm sure you understand that, but that's why it's important to find authority sites that will have experts and then to become positioned as the expert on that category.

11. Volunteer to moderate a forum

You know, if you're going to be hanging out at a forum and even maybe watching the

interaction of others, or reporting people who spam or abuse the community somehow, then why not volunteer to be a moderator. At many forums they will give you a link back to your site, post your picture, and show you as one of the authorities. Why not do that at the same time?

I know many forums need moderators and look at the moderators because they want someone to help keep the quality of the content up, because nothing destroys a forum quicker than people just going and posting blatant ads or all kinds of obscene and crude things. So communities often need somebody, unfortunately, to control the quality of the content, so volunteer to be a moderator.

I was a moderator for about four years at the Warrior Forum. The reason I became a moderator at the Warrior Forum is I looked and at the time they had 80,000 registered members.

I said to myself, "I can become one of the authority figures at this forum with 80,000 registered members and I am presented in front of 80,000 registered members as somebody who is obviously a mover and shaker or connected or at least worth listening to."

I volunteered over at the Warrior Forum and the owner of the forum said, "Sure." Again, when people see your name listed as a moderator, they naturally assume that there must be something special about you, out of the ordinary. Why else would you be a moderator?

It is a credential. If you're going to be active on the forum anyway, why not be a moderator? To me it makes perfect sense. Again, I've picked the busiest ones in the niches I'm active in. I'm actually a moderator at numerous forums, although I've scaled way back now.

In fact, I'm no longer a moderator at the Warrior Forum because it was time consuming. The structure's changed now but – do you see what has happened there? I found the busiest internet marketing forum that I could find that already had thousands of people coming to it all the time, and I leveraged the draw, the attraction, the credibility the forum already had, and even the credibility of the forum owner by volunteering to help to moderate and to control the community.

That's extremely, extremely powerful. It can be time consuming so pick one that fits in with other things you're doing but that is a great way to leverage your credentials. Just imagine you're an expert on, I don't know, healthy foods or health foods or some skin care, and you volunteer to be a moderator at any dermatology forum or something. It's extremely, extremely powerful.

I'm rattling on, so if you guys have something you'd like to say, that's fine. You can leave a comment on the chat room. I am reading those so I can bring you into the conversation there or you can call in and that's fine too, and it's welcome.

If you want to dial in, the number is 347-215-8784. I welcome you onto the call and I will go ahead and bring you into the call and see if you have any comments pertaining to stuff I've covered thus far.

12. Start Your Own Affiliate Program.

If you're marketing goods and services on the internet for other people and you want to become recognized as the expert, you want rated credibility, become the source. Once you become the source, the person that other people are selling products for, everybody who looks around in that niche or that market space will actually think of you as being the source, as being more of an authority, as being more of a leader in that niche, so this is important.

You'll have lots of other people promoting your product and spreading your URL all over the place as they promote it in whatever methods are acceptable. The more they spread your name, your product name, your brand, the more your credibility is built up. You need to do that.

You could have hundreds or even thousands of people through an affiliate program spreading your link. Now, I already know that many of you are going to say, "Putting my own affiliate program together is hard." Let me tell you how to do that. There's many simple ways.

One of the simplest ways is to put a digital product on [ClickBank](#), but that's not really your own affiliate program. That's ClickBank, but it does put you in a position as one of the leaders.

I think you should set up your affiliate program on your own software, on your own platform. For the simplest one, I'm a big fan of the Rapid Action Profit script. You'll find that if you go to the www.TheRealSecrets.com/rapidactionprofits.

You'll find a script there that basically let's you set up an affiliate program selling digitally delivered products, although you can sell access to membership sites and I guess you could even do physical products but it lets you set up a program – an affiliate program that's powered by PayPal.

You do need [a PayPal account](#) too. The software's only designed to integrate with PayPal, but it lets you then go out and find other people to sell your products, to spread your name, and you pay them whatever percentage commission you choose to pay them.

The Rapid Action Profit script I like because it lets you pay your affiliates instantly. If you were giving your affiliates 50% commission, what the script does is it will alternate every other sale the affiliate makes. So the first sale would go to you as a merchant. The second sale would go to the affiliate. It would just alternate based on the percentages you set in the script, but what it does is it lets you get out there in the marketplace and say, "I'm the owner of a product. I am a producer," and that is much more powerful. Alex Goad in a recent interview described being an affiliate as, at times "fighting over crumbs."

If you're one of a thousand affiliates doing some product launch and you've got a thousand other people all promoting it, you are essentially in the marketplace all fighting for the same

customers, fighting over crumbs.

If you're the product owner, you show your affiliates how to promote that product, and you let them fight over the crumbs. That's a different perspective but it's stepping up to a higher level and I think that's important if you're going to credentialize yourself as the leader in a marketplace. I think it's very, very important.

Somebody was asking about my opinion on using Paydotcom.com's method of setting up an affiliate program versus ClickBank. They're very similar. They're both designed to sell digitally delivered products. My friend, Mike Filsaime, set up Paydotcom.com to an extent because he didn't like some things that ClickBank did. They've cleaned up some of those problems. Paydotcom.com or ClickBank.com are both good solutions for delivering a digitally delivered product.

There's more people on ClickBank so there's a better chance perhaps of your product getting noticed by an affiliate on ClickBank than on Paydotcom.com, but with both of those, actually it's up to the merchant to make affiliates aware of the existence of its product.

You can stick a product on either of those places and if you don't tell anyone about it, the odds are no one's going to find it. When people go and do keyword researches, ClickBank will show products listed in order of most popular. To ones with highest gravity, all the way down.

So if your product's not one of the top sellers, it's not going to be on the front page of ClickBank anyway so people are going to have actually look for it. It's your job to make people aware of that, but I am a big fan of an independent affiliate program set up on Rapid Action Profit.

Most of my products are actually sold through a private label version of the one shopping cart system at www.ProfitAutomation.com. That's my own label. It's much like a supermarket going to a dog food manufacturer and saying, "Can I put my supermarket name on the dog food bag?" It's the same product, just with my name on it.

I run 90% of my sales for most products through my own system at www.ProfitAutomation.com. When you're looking at an affiliate product and you're thinking, "I don't want to do that, it's too hard," you can take a private label rights e-book on whatever, on skin care, child rearing, relationships, on growing orchids, and you buy the rights of something that someone else has already written and is selling you permission to resell.

You go through and you make sure it's accurate and you put it in your own words, and in a tenth of the time you roll out a product that's as good as existing products out there, in my opinion. I'm a big fan of letting a researcher do the research and create the product for you and then you roll it out. Again, I'm a big fan of private label rights products.

I'm also a big fan of creating a product just by an audio product. If I wanted to do a product on some quasi-legal matter or on some health issue -- say I wanted to do a product on how

to deal with lower back pain. I would be very inclined to contact a friend who's a chiropractor or a doctor and we'd spend an hour on the phone talking about the causes and how to deal with lower back pain, and all the natural and the medical ways of dealing with it.

We'd preface it with, "This is not medical advice but, " and then we would spend an hour talking about how to deal with lower back pain. At the end of the hour, I would have an audio that somebody going online because their back's hurting would happily pay for. It can be that easy to create a product. You could just sell the audio.

You can spend an hour on the phone with someone using something like Audio Acrobat and after an hour have a product that you could even sell access to and let it stream from Audio Acrobat or from your website.

You could also transcribe it and now have an e-book and an audio and then you could sell them together or separately. Sell the e-book and upsell the audio, or just package them anyway you want to, but it's that easy to create a product.

Not having a product is not a valid objection to not having your own affiliate program. Again we're talking about credentializing yourself, and when you are the producer, when you are the product owner, that is much more powerful than being an affiliate.

That was # 12, Start Your Own Affiliate Program.

With that, I am going to actually go the phones and speak to a couple of people and see if they have any questions or comments on what I've covered thus far. I still have another seven or eight techniques I will cover, and we have an hour to go in the show so I'll see if anyone has any comments. I'll give my voice a break, maybe.

Caller at area code 832, did you have a question or comment for us?

Jim: Yeah, it's Jim, Willie.

Willie: Hi Jim, how are you doing?

Jim: Fine, how are you doing this evening?

Willie: I'm doing great.

Jim: I was just listening. Since I have a Blog Talk radio show also, I was trying to see how this phone system was working here. Are you having someone answer the calls?

Willie: What was your question again?

Jim: Are you having someone monitor the calls that the Blog Talk also with you while you're doing the show?

Willie: Am I having someone monitor –

Jim: Yes – the calls.

Willie: No, I'm not. You mean someone monitoring me as I broadcast?

Jim: No, just the calls that are coming in on the dashboard or on the switchboard. I was kind of being a little challenged with that and I'm not sure if I need another person working with me or whatever while I'm doing my show or whatever. I'm just wondering how you're operating with that.

Willie: I don't typically. Actually I have put together a product on how to host your own show on Blog Talk radio. That's the product I'll announce to my list sometime in the next few days, depending upon when I get the video edited or cleaned up.

Whenever that's ready, I'll let people know how I run my show and how I publicize it and why I do things the way I do. Actually, I have created a video but I'll release it soon that shows how I typically run a Blog Talk radio show.

Jim: Okay, all right, thank you. I appreciate that.

Willie: Okay and I'll put you back on hold.

Let's go to method #13 for building your online credibility.

13. Partner with a recognized name

What you're basically doing there is you are borrowing credibility. I call that "success by association." You look at who is already a leader in your niche, a leader in your space and you look at how can I get seen with them? How can I get involved in a project with them?

There's a lot of ways to do that. You can jointly create products. You come up with an idea and you volunteer maybe to do most of the work. Then you contact industry leaders ask to include them in the product, pointing out that you're going to do most of the work so that if their plate's already full, there's not a lot of work for them. Again, you're partnering with a recognized name, borrowing their credibility.

You can jointly launch products together. You could volunteer to help that well-known person with a project. Maybe they have a pet project or a charity or something like that, but you need to look for ways to partner with recognized names with the intention, and it's not evil, the intention of borrowing some of their credibility, some of their leverage.

It's just that people see you, your name on a project, see your picture on a website, see you in a photo with some celebrity, some famous person, and they naturally assume that you have the same traits, the same characteristics, the same clout, the same level of

knowledge and skill as that person do.

If you're seen with a leading athlete and you're seen playing basketball with a leading basketball player, they would naturally assume that you must have the similar skill level or whatever. That's what you're doing there. You're partnering with a recognized name.

14. Partnering with other rising stars in your niche.

My friend, Mark Hendricks, when he speaks on stage, often reminds us that no matter where you are in your business there are people who are at a point higher than you. They've been around longer. They've achieved more than you. They have greater name recognition. They have more leverage than you do.

Also there are people at a level below you who haven't quite achieved what you're trying to do. It's not saying that anybody's better than the others, it's just that there are people at your level and people below your level.

What I encourage you to do is to look around. You can partner with people above your level and ideally they'd be joint ventures when I teach that, but often it's easier to partner with people at or below your level and to grow each other.

You could spot the rising stars. You can spot people who are very proactive because they are doing the right things. You know that a year from now that they are going to be successes. You know they are doers. They are willing to put in the work and do whatever it takes to make it happen. You want to look at those people and partner with them.

A good example of that is my friend, Mike Filsaime, who is a seven-figure internet marketer now but I can remember when he first came on the scene, just a couple of years ago. He was asking all kinds of questions on forums and learning it. He was in a hyper-learning mode, but what Mike did was he noticed the up and coming marketers and he helped a lot of those marketers. He groomed a lot of those marketers. He contacted them and said, "Why don't we work together on certain things?"

He often helped them to roll out their projects and they often helped him roll out his smaller projects. By the time Mike was ready to roll out his Butterfly Marketing platform, it was those marketers -- those I would call B-level marketers that he groomed -- that did the big push for him and that I would say made him what he is today.

In fact, in my private membership site at www.TheInternetMarketingInnerCircle.com, or www.TIMIC.org, there's an interview there of Mike where he says he groomed what he calls his "brat pack." He said he looked around, recognized certain marketers as serious business people, partnered with them, and they grew each other.

When he rolled out his Butterfly Marketing platform, the really big names declined to promote him initially. It was the marketers at and below his level that made his product launch a success.

You need to do the same thing. You need to look around at whomever – and it doesn't matter what space you're in, whether you're a martial artist or a gardener or whatever. You look around at who in your space is up and coming and you work with them.

Another reason you want to work with them, and I guess it ties in with the fact that groups have more credibility. If you launch a product, if you're doing something by yourself and people read about it and they don't know who you are, they go, "Who is this person?"

You don't have any credibility and they're less likely to risk doing business with you, but if there's five of you, even if all five of you are unknown, there's something about the power of a group. They may not recognize any of the names or any of the faces, but just the fact that there's a group of five people means that at least the risk is spread out doing the project.

There is power in doing a project as a group. So the method of working with up and coming marketers, or up and comers in your niche, is basically what I'm teaching there and that's #14.

15. Press releases

They're also called new releases at times. Most people that I deal with don't really know how to use them effectively. Some people still put a lot of credence in a news release or a press release. It still looks and sounds official to some people, so you do want to use press releases.

There is a simple format and you can just type in "press release example" or "press release format" at any search engine and you'll find the format you should use. Then you want to put out press releases on a regular basis.

You want to treat almost everything that you're doing as news worthy. You've released a new product or a revised product, whether you're teaching a class, a teleclass, a teleseminar. I should really be putting out press releases every time I do a radio show, provided I do it with enough lead time.

In actuality with my local newspaper, and with some of the smaller newspapers and magazines, they would probably publish that if I got the news to them in time because they like publishing news about local personalities.

Press releases have two purposes. One is to actually get the attention of media, and you want to do that, but the secondary purpose is to use it for a search engine optimization. You want to include links to your website, and you want to include your keywords and the title in certain places within the press release.

This is not a session on doing press releases so I won't go too in depth but I will tell you that I distribute my press releases right now using the same platform that I do for articles, which is www.EasyPushButtonTraffic.info.

I also use PR Web, because Easy Push Button Traffic lets you automatically submit your

press releases to a number of places that only accept free press releases.

PR Web used to be free but now they're on the high end, several hundred dollars for a press release because of their relationship with newspapers, magazines, and with certain search engines. It still works well for me to do that. You do need a press release strategy.

My friend, Patrick Pretty, teaches a very simple press release strategy that involves using PDFs. I won't give all his strategy away but I will share with you that if you publish a plain text press release and you publish a press release in PDF format, that the PDF format is often given more credence or more weight by the search engine.

If you're doing it for SEO purposes, a press release that's published in PDF will often rank higher in the search engines. I think part of that is a carryover from when universities used to take graduate student's papers and things like that and store them in archives.

Those official documents and those research papers were always in a PDF format. Even now when you find official government documents or scholarly papers or whatever online, there's a good chance they'll be in a PDF format, but the search engines still treat PDFs as if they're more important than plain text.

Patrick Pretty teaches what he calls his "simple PDF news release strategy." You can read about that at www.ProfitablePressReleases.com. He teaches a lot of other techniques for using press releases that take very little work but that make for a very powerful press release. Patrick actually helped me and members of the Inner Circle roll out an e-book last October.

We launched an e-book called [20 Ways to Make \\$100 Per Day Online](#), and we released that e-book with a pre-release press release that told the world, "Hey, this is coming out shortly."

Then the week we released the e-book, which was the 6th of October last year, we did a second press release. With no major joint venture partners, just rolling the e-book out, that e-book has already done over \$100,000 in sales.

A lot of the interest was generated by press releases. Then each customer is allowed to turn around and then resell the book for 100% commission because it's the beginning of a funnel. Very, very powerful press releases. So check out www.ProfitablePressReleases.com.

16. Post a Video Class

Teach Something. If you're an expert and you want to be known as the expert – I've already talked about doing teleclasses, well, create a video that shows how to do something.

If you want to be the Camtasia expert, you want to be an expert on training your dog or cooking something, shoot a video that shows that you know what you're doing and then you can either sell it or you can post it in segments online on www.YouTube.com or other sites.

Again, you're positioning yourself as the teacher, as the expert, and I think that to a large extent you don't have to be worried about giving away too much free because people are still going to buy your for sale product if you do it properly. Basically, you can give away a lot of free content. Then as an upsell, sell an enhanced or an enlarged version of your course and people will happily pay for it.

Don't be afraid of doing that. Don't be afraid of giving away too much, because knowledge goes exponentially. I keep saying you can tell your market almost everything that you know today and they will say, "Well, if the free stuff is this good then just imagine how good the for sale stuff is."

Don't be afraid to give away too much free stuff. Go ahead and take something that you know and create a Camtasia video. Creating a video to post online can be as simple as writing a slide presentation, taking that slide presentation and if you have Camtasia which is what I use a lot, opening that slide presentation and then clicking on a button to record it.

If you have PowerPoint and Camtasia on the same machine, the way my computer is configured, PowerPoint recognizes that Camtasia's there and I click on the Record button. As I'm scrolling through the slides and talking in my microphone, Camtasia is recording my presentation. When I'm finished, I have a video of my slide presentation.

It can be that simple. Again, you're positioning yourself as the expert and one way to show that you know your topic is to teach your topic, so don't be afraid to create some short videos and either sell them or put them out there for free. If you're going to sell them, you just create a simple sales page that shows that you have a product for sale.

17. Create a regularly broadcast podcast.

A podcast is nothing more than an audio that you stored on your site and you've stored it in a certain way so that podcatchers, or certain software, recognizes it as a streaming audio and lets us download to podcatchers, as they call them. Your iTunes, your iPod and things like that can download it.

Consider every week just sitting down and doing a 30 minute audio talking about something. If you can write an article every week or a newsletter, there's nothing that says you can't take your newsletter, read it, and turn it into a 30-minute audio that you then broadcast over the internet every week at a certain time.

Then you go over to www.iTunes.com and you register and every week you broadcast and soon people discover your broadcast and start downloading.

You can also broadcast that same podcast from your blog, but what you're doing again is you're positioning yourself as the expert and you're just using audio as one of many mediums for doing that. What you're acknowledging is that people prefer consuming information in different formats.

There are people who like reading it. They prefer e-books. There are other people who prefer listening. There are people that won't have time to watch your video or read your e-book, but if you take that same content, that same information, and make it available as an audio, they'll download the audio, burn it to a CD, and listen to it on their iPod or on the car CD player on the hour-long drive to work.

Over time those people begin to become devout followers of you and your teaching because they've listened to you hour after hour on the drive to and from work. Those people, when they get back online, naturally will think of you as the expert on that topic. Again, we're talking about positioning yourself as the expert. We're talking about building your online credibility.

You can use slightly offline methods like allowing your audio to be downloaded and burned to CD or downloaded to an iPod. Consider doing a regularly scheduled Podcast.

18. Host your own internet television show

Most of us, whether we're talking on the phone and doing broadcasts that way, we don't like the way we look or sound. The first time that I started doing audio broadcasts, I thought my voice sounded funny.

Well, it may sound funny but it doesn't matter. You get over that. It's the same with television. I have a camera built into my computer. I could actually be broadcasting live video over Blog Talk Radio.

There's a feature built into Blog Talk Radio where if I turn my camera on as I'm talking, you could see me right now, but I tend not to do that. You can have your own internet-based television show where you again get in front of your audience, let them connect with you and you teach them something. You share information with them.

You can go to www.UStream.tv, sign up for a completely free account, and to borrow from their site it says, "In just minutes, you can broadcast and chat online with a global audience, completely free. All it takes is a camera and an internet connection."

It's that easy to be on television, although it's television streaming over the internet. If you follow people, like my friend Rich Schefren, you'll see that he did an all night broadcast where for hours he was broadcasting video.

My friend, Alan Bechtold, has a regularly scheduled show. It's all about getting in front of your audience in another way, letting them learn to think of you when they think of your niche.

You're just in front of them broadcasting your expertise. You could actually broadcast from some of these platforms pre-recorded video. So if you want it to be really, really professional looking I guess you could go in and edit it, although then it won't feel as real. It won't feel as live. That's your call, but host your own internet television show. It's easy. It's free. Do it.

19. Host your own internet radio show

That's what I'm doing right now. Almost anybody in the world can go to www.BlogTalkRadio.com and sign up for a free radio show. It's completely free. You choose the time you want to do it, provided that time slot's open, and you can go anywhere from 15 minutes to two hours. All you need is a topic that you're the expert on. Again, you're positioning yourself as the expert.

As you go to the Blog Talk radio platform, something Jim asked about earlier, and you sift through the database or the keyword searches, you will see there are shows on politics, on sports, on religion, on all kinds of hobbies, on relationships, on health issues, on all natural food diets, and on certain breeds of pets. There's Blog Talk radio shows on lots and lots of topics.

If you are an expert, which we're talking about positioning yourself as the expert, why not host a weekly show, or twice a month show if you don't feel comfortable with the weekly show. Just host a show on your topic.

You're doing two things. First of all, Blog Talk Radio archives saves the recording and lets people access the MP3 later. I'll tell you there have been people who hosted a show at an inconvenient time and I had maybe 50 people listening live and yet thousands of people have accessed those same recordings in the archives.

You are getting in front of a huge audience if you have a good topic that people are interested in. Regardless of your topic, there are people interested in it. You just have to let the world know in various ways that you have it.

I'm a big fan of Blog Talk radio. Actually I've created a Camtasia video and I'm going to release it soon that shows how I run my show because a lot of people are intimidated by the whole thought of it and want to know how to do it.

It's very easy, but again I'm going to be releasing a video that shows how I run my show. If you go to www.WillieCrawford.com/FreeTranscripts.htm, I gave that URL earlier. From there you can get on a list of when to be notified when the video of *Howto Host Your Own Show* is available.

There are competing services out there. One that I've looked at is called Talk Shoe at www.TalkShoe.com. I have not used that one. I am a big fan of Blog Talk Radio, but Talk Shoe is a service that enables anyone to easily create, join, or listen to live interactive discussions, conversations, Podcasts and audio blogs. It's very similar.

They have a revenue model where they sell advertising to people who tune into the show on the site. So does Blog Talk Radio. In setting up your account, configure it so that when people come and listen to your show and money is generated from that, you get a revenue share too. This can be profitable. Again, in my video I will talk a little about how I make money from doing these shows.

First of all, it puts me in front of a huge audience. I bring guests on the show that often sell affiliate products and I'm an affiliate for them, but sometimes it's to create a product. We're creating an audio. I have those audios transcribed.

I have an e-book that I could make live hyperlinks then. I'm creating a product. I'm creating content as I'm hosting my shows. I'm very big on hosting your own show if you have a topic and you feel up to talking. That's all you're doing. I'm talking on the telephone.

I scheduled a two-hour show and I'm at point #19, so I actually don't have two hours worth of content today so we'll end probably at 90 minutes rather than 120 minutes, and that's perfectly fine. Consider hosting your own show. That's #19.

20. Speak up during online or offline events

Again, we're talking about *20 Ways to Build Your Online Credibility*. You tune into a live teleseminar or teleconference or webinar, where they let you call in. Don't be afraid to call in to share your observations.

Like today, I'm inviting people to call in to my show here at Blog Talk Radio at 347-215-8784. Call in, share your knowledge, and let people see again that you're the expert.

That's what you're doing. You're building your credentials and your credibility. The only way people are going to know you're an expert is if you first of all give your name, give them your URL, and let them know how to find you.

When you call into a radio show or you call into a teleseminar, rather than just stating something, how about identifying yourself. Give your website URL and then if you do that often enough, people will actually get used to hearing you on calls and they will associate you with a certain topic, with a certain level of expertise.

That's what we're talking about, branding yourself. I'm even a fan of doing that at live events. If you're at a live seminar or conference and you're given the opportunity to give a testimonial, or a speaker asks a question and you think of something extra to add, if the speaker's amenable to it and they hand you a microphone when you stand up to speak, you give your name, you give your website URL, and then you showcase your expertise.

It's all about taking a market that is very skeptical and is afraid of being ripped off and misled and proving to them beyond a shadow of a doubt that you are the expert. The way you do that is by showing that you know your stuff.

Don't be afraid to stand up at seminars and conferences or during live calls when given the opportunity and give your name, give your website URL, and then showcase your expertise.

I have basically just covered the 20 ways to build your online credibility that I had in my

notes.

You don't need to master them all at once, but they can all be very, very powerful in creating that essential name recognition, that trust, and that proof that you are unequivocally an expert worth listening to on your topic. That's what we're talking about.

We're talking about overcoming that skepticism of somebody who is asking themselves, "Do I want to buy from this person? Do I want to trust this person? Do I want to put my credit card into the form on their web page? Does this person know what they're talking about?"

When I go to a website, say it's a financial or help advice website, I want to know, "Does this person know anything about health, or about finance? What makes them qualified to teach me the topic?"

That's the question that your listeners and your readers on your website aren't asking you directly because they often can't, but you want the ability to convey the answer to that message to them.

With that all out of the way, I'm going to see if any of the other callers on the line have questions or comments. I see some lively discussion going on over on the chat forum but I don't see any questions. I'm going to go to the phones, and caller at extension 404.

Carlton: Hey Willie, this is Carlton Riddick.

Willie: Hi Carlton.

Carlton: Hey. My URL is www.LaptopRichesNetwork.com. It's great to hear the bulk of it. I was actually sitting around and thinking about establishing yourself online and how you go about doing that, and then I saw your call so I had to jump on. I appreciate it. Thanks.

Willie: Thank you, Carlton. That was Carlton Riddick at www.LaptopRiches.com.

We have another caller at area code 718. Did you have a question or comment for us? There is silence which means no. And caller area code 972 a question or comment for us? Okay.

Again I told you that one of the ways that you credentialize yourself is to host your own radio show. I will share with you that one of the hardest things that you can do in hosting a radio show is to be the only one talking. You ideally want to have guests on your show.

I scheduled this because I wanted to share some of my knowledge, to showcase my knowledge actually, and I did that. I actually over-scheduled the amount of time. That's not a problem though. We will end the call early.

I will see if the caller with area code 251 has a question or comment.

Joanne: Hi Willie, this is Joanne Mason.

Willie: Hi Joanne. Good to have you on the call.

Joanne: Hi. The website is www.IM4Beginners.com and I just wanted to say how much I enjoyed the call and you provided great information as usual. I got a lot out of it today.

Willie: Thank you very much. That's Joanne Mason at www.IM4Beginners.com. Go check out Joanne's site. You also have your own show. You want to give the URL for that, Joanne?

Joanne: That is www.BlogTalkRadio.com/JoanneMason

Willie: Thank you, Joanne ,for joining us.

Joanne: Thank you.

Willie: As you guys do start your own shows and you're looking at growing your audience, one of the things you want to do is you do want to tune into other people's shows and from there help them out by speaking up and making the show more interactive.

I again have covered the *20 Ways to Build Your Online Credibility* that I wanted to cover during the course of the show. I want to thank everyone for tuning in and want to go ahead and wrap it up.

The transcripts of today's call, and of most calls that I do, will be posted online on my website at www.WillieCrawford.com/FreeTranscripts.htm.

Most of the shows I do, I turn into PDF files and post those on my website free for people to download. I do ask you to sign up for a notification list where I tell you of other shows coming up and of other free gifts and things like that, but you're free to get off that list at anytime. That's the only way I have of letting you know when I put another PDF to the site.

So with that all out of the way, thank you very much for joining me and making this call a lot less painful than it would have been if I was talking just to myself. You guys have a wonderful day. Take care.

Recommended Product

If you have a product that you're launching any time in the next six months, then NOW is the time to check out Willie Crawford's 6-week teleclass on how to set up lucrative joint ventures.

Get more details and register at: <http://WillieCrawford.com/JVTeleseminar/>

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