

# TODAY'S PRIVATE PRACTICE

---

## **Why Clients Will Come to You: Becoming a Credible Expert**

As a professional service provider, clients and referrals will be drawn to you only if you are known, liked, and trusted. So it is important to establish credibility. You must be seen as a well-liked expert in your field.

First of all, this involves the **standard credibility builders** such as professional quality business cards, email address, website, brochures, etc. Have a great written bio and professionally produced photos of yourself. Your materials should demonstrate professionalism.

**High standards of service** are also important. Provide quality services. Use the best methods and tools. Respond promptly to calls and email. Have all the relevant credentials. Make your clients feel important. Price your services at least at the mid-range, preferably higher than mid-range.

**Your office** location and the physical environment should also look professional.

**Establish yourself as an expert.** No one can be an expert in many different areas, so specialize and become the local expert in a certain area or niche. Learn everything you can about the area for which you want to be known. Becoming an expert in your field is not an option if you want to be as successful as you can be. It has a powerful effect on the success of your practice.

### **Becoming an expert in a certain area will help you:**

- Create greater credibility and trust
- Gain visibility
- Gain clients more easily
- Earn higher fees
- Differentiate yourself from the crowd of other professionals offering similar services
- Increase confidence in your services and marketing

### **How To Do It:**

1. Identify a specialization or area for which you want to become known.
2. Develop your expertise through workshops, supervision, personal study, etc.
3. Continue to stay up to date with the latest information.
4. Begin to think of and refer to yourself as an authority or expert in your field.