

# How to Establish Yourself as a Niche Authority with Your Newsletter

Just about anyone can publish a newsletter. And since it's so easy to get started, a lot of people do indeed do it. But many of these people struggle to make money with their list, even if they're able to grow it to a good size.

Let me share a little secret with you: one of the big differences between those who make money with their lists and those who don't is that the profitable publishers have established themselves as experts/authorities in their niche.

Makes sense, right?

Let's suppose you wanted advice on golfing. Who would you be more willing to listen to: Tiger Woods, or some guy you've never heard of before named Gary Golfer?

Yep, you're going to pay attention to the known golfing authority. And your prospects are the same way. They're much more likely to open emails, read them, and buy from links when those emails are coming from an authority/expert in the niche.

Now, this doesn't mean you need to be the Tiger Woods of your niche. You do NOT need to be a household name. You do NOT need to be on TV, print magazines or anywhere else.

Instead, you just need to develop relationships with your list, build their trust, and showcase your expertise. While the average person on the street won't know your name, your audience WILL – and that's all that matters when it comes to establishing your expertise, building a bigger list, and building a more profitable list.

So, with these benefits in mind, check out these tips for establishing yourself as an authority...

## **Prove Yourself**

If you want to establish yourself as an expert/authority in your niche, then every piece of content you send out needs to prove that you deserve these respected titles. This means ensuring every piece of content you put out is high-quality, polished material.

The other thing you need to do is send out something fresh to your audience on a regular basis. If you're saying the same thing as every other newsletter publisher, then it's going to be much more difficult for you to stand out. That's why you'll want to send unique case studies, little-known tips, and even little-known strategies (all the better if you pioneered these strategies).

*TIP: Even if you're sharing the same information as others, you'll want to put a fresh spin on it. For example, develop a "formula" and share your proprietary formula (rather than sharing regular how-to information like everyone else). I like to create acronyms where each letter of an acronym corresponds to a step in a process.*

*E.G., A "S.A.L.E.S." formula would be a five-step process. Even if the info is similar to what others are sharing, it's presented in a fresh way that gets peoples' attention and helps establish authority and expertise in the niche.*

Next...

## **Tout Your Credentials**

When your new subscribers start reading your newsletter, they're going to wonder, "Why should I listen to this person?" You need to answer that question by touting your credentials, where appropriate. This includes:

- Related work or volunteer experience.
- Relevant degrees.
- How long you've been doing this.
- Relevant awards you've won.
- Results you've gotten for yourself.

- Results you've gotten for others.
- Strategies you've pioneered.

And similar credentials.

Touting these credentials can be as simple as slipping them into your regular newsletter content. E.G., "I've been making my living online for 20 years now..." or "My latest book just hit the New York Times bestseller list, so it's safe to say I know how to create a bestselling novel."

### **Borrow Credibility**

If you're just getting started in your niche, one way to elevate yourself is by doing joint ventures (JV) with the "big names" in your niche. When your name appears alongside a noted expert, you get to borrow their credibility, meaning others will see you as an expert too.

For example, you can co-create a lead magnet or even just an article with another expert and distribute it to your list.

### **Stay in Touch**

It's extremely difficult to establish your expertise if you're only touching base with your list sporadically. That's why you'll want to create a regular publishing schedule where you send out an email at least once per week.

### **Write with Authority**

People want to follow leaders and authorities, but only if these leaders are confident in what they're teaching. That's why you need to eliminate weak, passive language from your newsletters.

E.G., "You might consider trying this" is weak. A more direct/confident way to say it is, "Try this."

### **Think Outside the Newsletter**

You're not creating your newsletter in a vacuum. That's why you want to make sure you establish your authority outside of your newsletter as well. This includes:

- Blanketing your niche with content, so that your name becomes associated with the solution to a particular problem. You can post on your blog, on guest blogs, on social media pages and other platforms.
- Publishing a book. Even if you self-publish, people have the perception that those who publish physical books are experts.
- Doing interviews. Find others to interview you, which will help establish you as an expert.
- Specializing in one narrow topic. You want to specialize in something that no one else in your niche is yet specializing in. You'll then become the "go to" expert for this specific topic.

Now a few parting thoughts...

## **Conclusion**

If you want to start making more money with your list, then you need to establish yourself as a trusted authority. The tips you just learned will help you do exactly that!



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