

EXPERT POSITIONING BLUEPRINT

# Masterfully Build & Grow a Highly Profitable 6-7 Figure Expert Business Model



**A Proven Business  
Building Formula  
to Grow Your  
Income Streams,  
Sales & Profits**

# **The Ultimate Blueprint To Building & Growing Your Own Expert Business with Multiple Income Streams**

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**With a Proven Step-by-Step System**



**DebbieAllen.com**

# ALL YOU NEED TO START IS YOUR EXPERT FOUNDATION...

... to create multiple income streams around the knowledge you already have!  
Get more of your ideal clients with an Expert Positioning Business Plan



## Why Expert Positioning?

Expert Market Positioning allows you to attract attention from your most ideal target market. And easily create an authority position that creates the know, like and trust factor to help you make more sales with ease.

Expert Positioning allows you to create a financially-free business lifestyle on your own terms. This innovative marketing strategy also allows you to work where and when you want.

You will be able to generate profits with clients you LOVE, working with your own courses, coaching programs and more.

### INCREASE SALES & INCOME

Learn how to quickly identify your expert brand and uncover the strategies that only YOU can own. And in turn, attract more income-generating opportunities practically overnight.

### GENERATE MORE PROFITS

Attract the top 20% of your most ideal target market, and enjoy supporting others with your ideas, experiences and knowledge.

### CREATE AUTHORITY

Expert positioning allows prospects to quickly gain the know, like and trust factor as you build your own tribe and following that wants to learn more from you.



## Hi, I'm Debbie Allen ...

The World's #1 Authority  
on Expert Positioning

Hi, I'm Debbie Allen  
aka The Expert of Experts. My long  
entrepreneurial journey started  
over four decades ago.

I've built and sold numerous  
businesses in diverse industries,  
from the ground up since the age  
of 19. And I was a self-made  
millionaire by the age of 32.

During that time I learned  
business from the school of  
hard knocks, making lots of  
mistakes along the way until I  
found mentors to support my  
success.

After building multiple retail  
clothing stores for 15 years, I  
decided to become an expert

in small business marketing for  
retailers.

My speaking career took off  
instantly and I was getting paid  
to speak the second time out  
due to how I positioned myself  
in the industry.

If only I had known about the  
income-generating strategies  
that would have created multiple  
income streams around my  
expertise ... instead of being  
just a one-trick pony.

People Don't Pay For Your  
Delivery ...  
They Pay For Your Results!

- Debbie Allen The Expert of Experts.com



FEATURED IN:  
**Entrepreneur**  
MAGAZINE

## **Whatever YOUR goals are for wanting your business to really take off ... Understand that you truly deserve success on your own terms!**

First of all, decide if this expert business model is right for your business. Then you can either create an opportunity to work directly with me, one-on-one, to help you build and grow your expert business quickly. Or, you can choose to do the steps on your own with a DIY program.

For over 10 years I've helped hundreds of clients build and monetize from my expert business model in many diverse industries.

I've built a system of steps, strategies and templates with a proven formula that really works. Not just for myself, but the entrepreneurs I've helped launch their own expert business, their own events (live and online), online courses, masterminds and more.

All of my clients that implemented my strategies were able to highly monetize from their efforts ... and most of them did it on the fast track with my support!

So, if you want to go from where you are NOW to creating high impact and high income ... doing what you love, we should talk.

If your problem is not getting enough high-paying clients consistently ... this is for you!

**Are You Ready to Make it Happen Now?**

## Getting Started!

# INTRODUCTION TO EXPERT POSITIONING

Marketing has changed dramatically. Yet with 'Expert Positioning' you don't have to chase down new prospects, trying to SELL your services to cold leads.

When you're an expert, you don't need a hard sell - because you are already positioned at the top of your market. When you are positioned this way it makes the sales process seamless.

The solution that Expert Positioning offers is to do something different in a way that's never been done before. It's the way to stand out, get noticed and gain more high paying clients.

In this handout, I'm going to reveal to you how to put together the expert positioning model of marketing so that you can gain more business, turn your business around, and make a lot more money.

You may even be reinventing your business, and you might not know the direction you're going to take to position yourself just yet. But don't worry. I'm going to help you through the process.

The timing to launch yourself as an expert has never been better than it is right now. The internet, social media, video marketing, virtual events, and print on demand has made it easier than ever to launch yourself as an expert. There is still plenty of room online for you to dominate your marketplace.

For years many 'so-called' experts have tried to launch into this business and have failed. Many failed due to lack of knowledge of how to penetrate and dominate their competition, while others launched with poor or generalized marketing plans that didn't allow them to stand out. Even more failed due to a lack of direction and unfocused goals.

It's one thing to have the passion, skill, or talent to inspire others, yet inspiration alone won't pay the bills. Growing a lucrative career as an expert takes a well thought-out business plan and a step-by-step blueprint to follow.

You are about to discover why positioning yourself or reinventing yourself as an authority in your niche market is the way to go. I've been teaching my expert model and developing highly paid authorities for over 10 years, but only to those clients who have paid me top dollar for my personalized 1:1 mentoring. Yet, it's now time for me to reveal those same strategies with you that took me years to perfect.

### **The Word EXPERT Is a Big Word...**

There are experts in almost every industry or niche!

People look for experts, and trust authority!

So, if you don't accept the fact that you can become the go-to expert in your niche market ... someone else will claim it before you do.

You are about to discover how you can jump onboard and leave your impact on the world, and create a lucrative career as a highly paid expert at the same time.

**Get ready to step up to a much bigger game in business and in life!**

A close-up photograph of a woman's eye, looking directly at the camera. The eye is light-colored and has dark eyeliner. The background is a solid blue color.

# UNCOVER YOUR VISION AND MISSION

Here are some valuable questions to help you uncover your goals with a clear vision and focus.

- *Where do you **see yourself** and your business a year from now?*

If you can't see it ... you can't achieve it!

- *What is **your #1 business goal** for your expert business and who do you support?*

Focus on your ideal target market!

- *What makes your **services and/or training unique**?*

We are often too close to our business to see the most obvious things that set us apart.

- *How will your **current action steps** allow you to remain focused on achieving your vision?*

Without the right action steps you will be spinning your wheels and wasting time, while losing income in return.

- *What **BOLD ACTION** will you take to achieve your goal of becoming a highly paid expert when the going gets tough?*

Example: What will motivate you to keep moving forward ... no matter what happens?

**Bold action** allows you to take bigger steps to reach your goals

# UNCOVER MISSING INCOME STREAMS YOU MAY BE MISSING OUT ON NOW

Here are just some of the multiple ways to sell your services to increase your opportunities and sales.

Use this formula and/or create your own income streams to complete your 1-page business plan on the following page.





# YOUR ANNUAL BUSINESS INCOME GOAL — Multiple Income Streams and Percentages —

Income Stream

Percentage  
\_\_\_\_\_%

Income Stream

Percentage  
\_\_\_\_\_%

Income Stream

Percentage  
\_\_\_\_\_%

Income Stream

Percentage  
\_\_\_\_\_%

Annual  
Income Goal

\$ \_\_\_\_\_

Income Stream

Percentage  
\_\_\_\_\_%

Income Stream

Percentage  
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Income Stream

Percentage  
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Income Stream

Percentage  
\_\_\_\_\_%

## Highly Paid Expert

A C A D E M Y

BY DEBBIE ALLEN

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# EXPERT BUSINESS GROWTH STAGES

**Below you will discover the different stages that experts go through as they grow their business.**

- Stage 1:** At this stage new experts play a more general game. They make less income at this level since their message is too general, they have more competition and therefore it's challenging to gain highly valued clients.
- Stage 2:** As the expert moves up to the next level, they begin to OWN their expertise and start to domain their unique brand, and gain their ideal target market.
- Stage 3:** When experts reach this level, they have mastered educating-to-sell online and/or on stages. Experts at this level begin to double and even triple their income quickly with innovative sales skills and move ahead of their competitors.
- Stage 4:** At this level experts have developed their multiple income streams and are monetizing well from all of them. They know the percentage that each income stream brings into their business, therefore they also know where to focus their marketing efforts to make more profits.

**Stage 5:** Experts at this level have mastered the art of becoming a Highly Paid Expert. At this level they develop more income-generating opportunities with ease. They have a business freedom lifestyle that allows them to say YES or NO to only the opportunities and clients they choose.





## YOUR EXPERT BUSINESS BUILDING MODEL STEP-BY-STEP ACTION PLAN

Building an expert business requires the right action steps that move you forward in the right direction so that you can quickly monetize from your efforts.

Below is your 30-step action plan for developing or reinventing your expert business model.

1. Discover your unique expertise and the problems you solve for prospective clients.
2. Uncover your most ideal target market and why you are the best expert to serve them.
3. Research competitors in your area of expertise on Google and find a way to set yourself apart from them.

4. Create a 'keyword' business name for your company.
5. Purchase multiple domains around your new company name that can be utilized as you develop multiple income streams and your company grows.
6. Be sure that you can get a business name where the .com domain is available. No matter where you are located, we are still a .com world.
7. Decide on the best color theme for your brand identity.
8. Develop your new logo design.
9. Create a USP (unique selling position). This should be 5-15 words that best describes the benefits and outcomes you provide.
10. If you don't have current photos, schedule a photo shoot to get updated photos that can be used in your new branding and throughout your website.
11. Once the logo is completed, you'll also need to create matching branding for your website banner, social media banners, email signature, business card, customized PowerPoint slides, etc. Your goal for this project should be to complete all of the branding items within 30-45 days.
12. Create a plan for your free website opt-in. This will become your first marketing funnel and help you build your email following.
13. Develop a simple 10-12 page guidebook that best matches the solutions you offer. Example: 7 Steps to Living Your Best Life.
14. Complete your guidebook with a call to action at the end.  
Example: What's next? Schedule a complimentary 30-minute strategy call.
15. Develop a link from the guidebook to an online questionnaire that prospects can complete to schedule a call with you.
16. Set up your new email to match your business name and start using your new email signature on all emails.  
Example: Debbie@YourBusinessName.com.

17. Set up all of your social media accounts under your new business name.
18. Add your customized brand banners to each of your social media sites so that your branding message is the same in all areas online.
19. Create your new business card. I suggest you utilize the front and back of the card. You can use the back of the card to promote your free guidebook and website opt-in.
20. Create customized PowerPoint slides to match your new branding image. You'll need customized slides to present programs online and in person.
21. Complete the multiple income streams form business plan before starting your website. This will help you decide on what page content to add to your new site, add give you a clear vision to follow.
22. Set up hosting and your email for your new expert website.
23. Ask your webmaster to create the overall look of your website using your new banner and images. This overall look is called a website 'masthead'.
24. Set up your email management account such as MailChimp. Give your webmaster login details so that he/she can connect your free opt-in with your email account.
25. Begin to write copy for your website HOME page and ABOUT pages first to gain a vision and direction for the site.
26. Add additional pages that showcase your multiple income streams such as coaching, speaking, etc.
27. Create a prospect questionnaire for your complimentary 30 minute call. This is added as part of your marketing funnel.
28. Finalize your free opt-in guidebook. Once completed send the PDF to your webmaster to add to your site.
29. Once your new website is launched, check it in detail for editing, guidebook set up, thank you page, return email, questionnaire form, etc. Be sure everything is working before you begin marketing your new site.
30. Stay focused! Keep taking action and moving forward with your expert business plan.



**WANT MY HELP TO LAUNCH  
YOUR EXPERT BUSINESS?**

GET MY SUPPORT, STRATEGIES  
AND SYSTEM INSIDE OF MY  
PERSONALIZED 1:1 MENTORING  
PROGRAMS OR MY HIGHLY PAID  
EXPERT ONLINE ACADEMY

You may already know that your business and services are unique, but may not quite be sure just how to capture that uniqueness with your marketing to stand out as the go-to expert in your industry.

Whether done for you services and personalized 1:1 business mentoring is for you, or a self-guided online course is what you are seeking ... there is a program that best fits your needs that will help you make a powerful impact.

Learn why clients rave about their results they receive from Debbie's mentoring programs at <https://debbieallen.com/business-mentoring/>



If you prefer a DIY online program, my Highly Paid Expert Academy may be the right fit to support you.

The Highly Paid Expert Academy is the only expert building online program of its kind, that not only shows you exactly how to **CREATE, POSITION AND BUILD** your own highly paid expert business like a professional — but also how to attract your most ideal target market of high paying clients, and endless streams of income-generating opportunities.

Learn more at <https://debbieallen.com/expert-academy/>

I'm looking forward to supporting your expert success!

*Debbie*