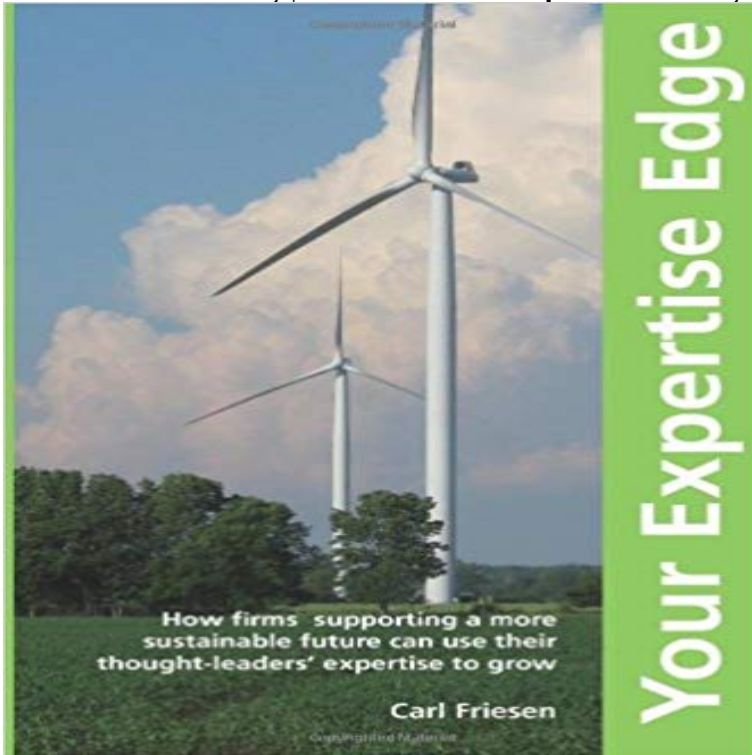


Your expertise edge: How firms supporting a more sustainable future can use their thought-leaders expertise to grow



Many business professionals in sustainability fields -- environmental scientists, hydrologists, consulting archaeologists, urban planners, engineers, environmental lawyers and others -- struggle to get known for their expertise and to stand out as offering a distinctive difference. This book shows them how to use the power of content marketing to demonstrate their expertise and knowledge to potential clients. As a result, they can get more work of the kind they want to do, and gain the income level they want. The book discusses the growing range of content vehicles such as YouTube, Soundcloud, SlideShare, LinkedIn and Twitter. It tells how to choose a theme that will motivate a prospective client to take action, and gives tips on how to leverage their time to greatest effect. This book is for business professionals working in firms, those in private practice, and for marketing professionals seeking to understand how to use the fast-changing social media landscape to reach potential clients.

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