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## Invisible Marketing...How to Become Known as THE Expert in Your Field by Becoming An Author... Without Having To Write Anything But a Check... And No One Will Know You Are Marketing.

Fort Lauderdale FL - Sheila Danzig has been doing marketing for professionals for decades. "The most important thing," says Danzig, "Is that it doesn't look or feel like you are marketing." She says that it is one thing for a shoe store or a car dealership to SCREAM out "HURRY HURRY - BIG SALE! TODAY ONLY!" But doctors, lawyers, accountants and other professionals should insure that they don't look like they are trying to hustle their services or, according to Danzig, it can backfire.

It wasn't that long ago that doctors and lawyers were severely restricted or even forbidden from advertising. The general public has an attitude that a doctor or lawyer shouldn't have to advertise if they are good. In an informal survey conducted on her website <http://www.SheilaDanzig.com> Danzig said that 65% of those responded would prefer not to go to a doctor who advertised on TV. 55% of those responding indicated that lawyers who advertise were probably not good at what they do. This does not mean that professionals should not market themselves. "In today environment professionals need to market to start a practice of any sort and often to survive even once they are established. But they need to make sure the marketing is invisible," said Danzig.

What do they do? What is invisible marketing? For years Danzig helped professionals get publicity. When an article appears about a professional it always feels like an endorsement by the press as opposed to an add with the professional tooting her own horn. No one thinks this is the work of the doctor, accountant or lawyer going to the press. Over the years the field has gotten more crowded and getting press coverage on more than a very local level is harder but still doable and as effective as ever. Danzig authored an article in the 80's "Patients Flock to Doctors Who Are In The News" and it still holds true.

There is something even bigger than free press to promote the professional. Something that gets clients and patients to run to their doors. Become an author. By definition you will be an expert. Local authors are sought after by the press. Being an author leads to speaking engagements and book signings where you sell, or even better, can give away your books. Let's face it - everyone wants to go to the person who wrote the book. When other professionals refer to you instead of giving out your business card or a flier - they can give out your book. Are you getting the picture?

Danzig has been preaching this for years, and while no one disagreed with her, very few people have had the follow-through to sit down and crank out a book. One of Danzig's friends was very interested but being an attorney took up most of his time. So Danzig put together a team who could work with the attorney from concept to printing, a process that takes no more than 90 days under her publishing company imprint. The books she publishes are all available to book stores so book signings can be arranged and the books appear on the major online book selling sites such as Amazon and Barnes and Noble so links can be put on your websites not only so that people can order but to announce to the world that you are a published author and an expert. THE expert.

"My team can put the book together faster and cheaper than most people can do it for themselves," added Danzig. "You are an author, an expert, and no one knows that you are doing any marketing.... and I may just write a book about this."

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