

# Top 5 Benefits of Becoming a Specialist in Your Chosen Field

By Robert Gerrish

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### 1. Specialists have opinions

As you become immersed in your area of speciality, so you develop strong opinions. If you're a Free Agent/Consultant these opinions may be about a particular area within the scope of your work or they may be about the circles within which you operate. If you're a retailer, your opinion may be about the products you sell, issues concerning the people you sell to, or issues to do with being a retailer.

The point is, opinions matter. People value your opinions - your customers; your contacts; your network; the media. Speak up about your views and before too long you will be approached for an opinion.

Ponder for a moment: Your customers; your contacts; your network; the media.....approaching you. How does it feel?

### 2. As an aid to generating referral

In simple terms, for referrals to be generated, people need to know what you do and who you do it for. I admit there's more to it than that, but now's not the time.

By establishing yourself as a specialist in a given field, you make it easier for acquaintances, friends, fans and advocates to talk about you.

Got trouble with your feet? Need work on your gums? Who you gonna call?

### 3. Helps maintains focus

For years I hated the word 'focus'. I vowed I would never use it in my work. Then something happened; I went and got all focused.

Focus is fabulous. Henry David Thoreau had it right all along. So if you'd like to 'meet with a success unexpected in common hours' you'll give it your attention. By becoming a specialist, focus moves from being an optional extra to standard equipment. You simply have no choice.

#### 4. Specialists command a premium

Last week, in a crisp little surgery with art on the walls and James Taylor playing on the stereo ('When you're down and troubled and you need a helping hand...') a very nice man in white Birkenstock sandals spent 40 mins prodding around in my mouth. It cost me \$500.

I am not complaining, I'm merely illustrating a point. If you dedicate yourself to your area of speciality and over time truly become a specialist, you can charge a premium for your work.

Quick Quiz: What were the two most important words in the last paragraph?

(Answer: 1. Dedicate 2. Truly)

#### 5. You'll open a door to serial-specialism

Once you have tasted the benefits of becoming a specialist, you're likely to see opportunities for more. A good place to start is to look at your current client base and search for specialised commonalities in the work you do. A valuable exercise can be to ask the question of clients: What do you get from working with me that you did not anticipate at the outset?

Robert Gerrish supports business owners on a path to loving their work. From his base in Sydney, he coaches clients from the US, Europe & Australasia. There's a mass of resources for those going it alone in business at his website: <http://www.solotalk.com>

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