



Are you an Expert in your field?

There is nothing like a break, and surviving the silly season, to get one inspired and thinking about how one is going to make a mark in the coming year.

Now is the time to stop thinking and start doing and one of the most effective and creative motivators that has got me off the beach towel and up an' at 'em at my PC is article writing.

What better way to clarify, condense and share ones experience and expertise than writing articles. At the same time establishing ones niche along with giving added value as an expert in the field and, as a consequence of being published, lifting the bar on ones profile; locally, nationally and internationally.

In the Internet age getting work published - and syndicated - is far less onerous than the days of relying on printed matter only. As well as many sites that encourage material for publication, such as [Home Business New Zealand](#) and [NZ Sales Manager](#) business community websites such as [Virtual Business NZ](#), [LinkedIn](#), [Plaxo](#) and the like all have the facility for linking to or adding articles via blogs. Better still are sites like [EzineArticles](#), which on accepting your article will syndicate it virtually on your behalf.

In tandem with article writing there are many sites showcasing business books that [welcome book reviews](#) and some will, in return for your review, give you a free copy of the book increasing your business library at the same time as sharing your view and lifting your profile. Totally win/win.

So get writing, get the word out - and become an expert in your field! You can't loose!

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PA 2 GO The success of your business is my business

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