

## How to Position Yourself as The Go-To Expert in Your Niche Market

### Accelerate Your Market Positioning to Gain More Credibility, More Clients and More Sales

Quickly accelerate your brand awareness and expertise by effectively marketing yourself as the go-to expert within your niche market or industry. Learn how to become recognized as the authority and stand out in a crowded marketplace.

During this inspiring presentation, you will learn how to expand your value, increase your fees, and multiple your income streams to create more sales and profits.

#### You will learn how to:

- Quickly accelerate your brand to become known as the go-to expert in your niche market.
- Stand out, get noticed and gain more high-paying clients.
- Dominate your competition.
- Create multiple income streams around your expertise to dramatically increase your income.

**Monday, September 11, 2017 • 8:30am-12 Noon**

Keller Graduate School of Management  
2nd Floor, Becker Meeting Room #206  
(DeVry University Building, Mission Valley)  
2655 Camino Del Rio North, San Diego, CA 92108

No advance RSVP is needed. Free off-street parking.  
**Non-Members \$25 at the door. First Time Guests are Free.**  
Visit [SanDiegoCoaches.org](http://SanDiegoCoaches.org)



**Debbie Allen** is an internationally recognized business and brand strategist and is also known as “The Market Positioning Expert.” She is a bestselling author of 9 books including *The Highly Paid Expert* and *BIG VISION for Small Business*. One of the few Certified Speaking Professionals (CSP) as awarded from the National Speakers Association, Debbie has presented before thousands in 28 countries and is ranked as one of the top professional women speakers worldwide. Debbie is an award winning entrepreneur who has built and sold six million-dollar companies in diverse industries. Today, she supports clients in positioning themselves in the marketplace to stand out and create more income-generation opportunities. Debbie has been a business mentor to small business owners and entrepreneurs for over three decades. Learn more about Debbie’s extensive expertise at [www.DebbieAllen.com](http://www.DebbieAllen.com)