



## Subject Matter Experts Agency

Promoting our experts and connecting them to client prospects

### *The New Reality*

Professionals, consultants, financial services pros, realtors, tech pros and others in many fields are facing difficult challenges: Intense competition. Rapidly changing technology. Novel marketing tactics. Written marketing text giving way to the demand for video. And trust on all levels has eroded dramatically. Add to the equation: individuals and small to mid-sized organizations usually have limited business development time and budgets. Leaders recognize these challenges but are hard pressed to meet them. Now there is an affordable solution: The Subject Matter Experts Agency.



Recording one of our experts in the studio.

### Connecting You to Prospects:

These are generated through a variety of sources:

- Other Subject Matter Experts (SMEs).
- Clients our SMEs have serviced.
- Attendees at panels that we produce.
- Trusted advisors and centers-of-influence that are aware of the expertise of our SMEs.
- Viewers of Internet TV programs, video newsletters and special video reports.

### Promoting you as an Expert

We elevate you above your competition in a variety of ways:

- Identifying a unique “hook” and reinforcing it as part of your brand.
- Highlighting you in panels, on Internet TV shows and in special video reports.
- Through our video newsletters.
- Networking you with other SMEs.
- Including you as an SME in confidential group consults for prospects (see below).

### Confidential Group Consults for Prospects - Prospect development tactic

Our SMEs offer confidential, complimentary initial group consultations to families and companies facing specific challenges. The goals: To provide advice and counsel while convincing the families and companies that our SMEs should be the service providers going forward. After the consult, SMEs are free to approach the families and companies to offer their services.

### Branding you as a Subject Matter Expert in Niche Markets

You are invited to attend the confidential group consults as a participant in one or more of our client servicing groups:

1. **Affluent Families in Transition Trusted Advisor Council:** Services affluent individuals or families acquiring sudden wealth, changing in size, with ill or disabled loved ones, or locating to another part of the region or country.
2. **Cross-Border Business Advisors:** Services companies entering the USA from outside the US or from one US region to another.
3. **GrowthCap Advisors:** Advises companies seeking debt or equity financing and connects them to sources when appropriate.
4. **Logistics and Warehousing Advisors:** Services all companies in this space.
5. **New York Divorce Advisors:** Services families planning, in the midst of or recovering from a divorce.
6. **Succession & Exit Strategy Advisory Council:** Services business owners planning an exit, should be planning theirs in advance but are not or forced to exit due to accident or unexpected illness.

### Agency fees

Representation fees are affordable to even an individual or small firm. They are based upon the level and scope of services.

## Examples of Videos Promoting our SMEs



*Here is a behind-the-scenes view of our studio in Sarasota, Florida. We produce high-quality videos to promote our SMEs in a wide variety of ways. We also record our SMEs remotely. So, wherever they are, we can produce top quality programs. And we also provide professional spokespersons to represent our SMEs. Regardless of your marketing challenges, we can deliver solutions that are always cutting-edge.*

### 1) Truly Unique Videos

We want our clients to become well-known, so we strive for our videos to “go viral” and be unique when required.

Click here to view a unique video for a realtor: [Ballerina](#)

Click here to view a video in which our SME interviews non-humans: [Is Sarasota Going to the Dogs?](#)

Click here to view a law firm video newsletter featuring our “dog spot” (a gorilla) near the end:

[What's New - Business and Finance - Alternate Ending](#)

### 2) Internet TV Segments

These are interviews, using a talk show format, to promote our SMEs. Focusing on topics that will highlight specific products and services, they are designed to close new clients and expand services to existing ones. The videos are posted on SMEs’ websites, imbedded in marketing materials and uploaded to YouTube and other platforms. Click here: [Tax Segment](#)

### 3) Special Video Report

These are ten to fifteen-minute videos that focus on a specific product or service. They are designed to introduce a new service, expand services to existing clients and attract referrals. The reports are posted on SMEs’ websites, imbedded in marketing materials and uploaded to YouTube and other platforms. Click here: [Maggi Episode \(English\)](#)

### 4) Presentation Video to Highlight you with Event Planners

It is important for many of our SMEs to secure speaking engagements in order to promote more awareness and engage new clients. They do not always have quality video of themselves speaking at an event. To circumvent this challenge, we produce highlight videos to demonstrate their speaking abilities for event planners. Click here: [New York Attorney](#)

### 5) Newsletters and News Flashes

People are besieged by text rich newsletters. And fewer people have the time to read them. Our solution: An entertaining and informative video newsletter or brief News Flashes distributed to clients and contacts. This is the new wave in professional firm promotion and marketing. They are branded specifically for each client. Click here: [What's New - Business & Finance - Standard Ending](#)

### 6) Social Media Videos

We help SMEs create social media marketing campaigns using short videos that are posted on appropriate platforms: YouTube, Facebook, LinkedIn, Twitter, Instagram, etc. These are short videos with a call to action, and a database of prospects is created.

Click here: 1) [P. I. Attorney](#) 2) [NY Real Estate](#) 3) [Elder Care](#)

### 7) On-line Panels

With the “new norm”, we are producing multiple on-line panels on a variety of topics: Business, real estate, divorce, eldercare and others. Because they are on Zoom, the video and audio quality is not of the same quality as our other productions, but they keep our SMEs’ names in front of the public. The panels are recorded and distributed widely to our SMEs’ contacts. Click here: [New York Real Estate Panel Discussion - December 10, 2020](#)