

# Share Your Unique Perspective

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. How to share your unique perspective in your articles:

As an expert in your niche you already have unique insights. Your job is to share your unique perspective on every issue within your field of expertise. Leave the competition to themselves for a bit and focus on your perspective. What areas of your niche do you deem critical to address in your articles?

Also, consider the perspectives of your target audience. Ask what problems or issues your members, clients or prospects are facing and offer solutions through your unique viewpoint.

Realize that there is a lot of thin content out there and you can rise to the top of your niche by showing your unique expert insights in your articles. Use the competition as a resource for inspiration on how you can take an article topic in high supply and infuse it with your unique viewpoint.

Find out what areas of your niche are being under-served in the marketplace. Use your unique perspective to fill that void to gain a long-tail foothold in your niche and gain more credibility as an expert author.

Be interesting, be concise, offer your insights and why your ideas work to provoke thought in your readers. No one sees the world the way you do. When you write compelling article content with your unique voice, your words and profile will naturally rise to the top.

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