10 STEPS FOR BETTER CREDIBILITY

WORKBOOK

NAMS
Novice to Advanced Marketing System

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Introduction

Use this worksheet to help plan efficient credibility building on your website, in social networking, and in-person appearance. Feel free to delete "canned" responses provided and substitute your own words – the suggested answers are there strictly as "prompts."

Questions to Ask Yourself

1. What is my mission – my single, most passionate purpose for being in business? What do I want to be known for?

2. What credentials do I have?

☐ Degrees
☐ Certificates or certification
☐ Accreditation
☐ Licenses
☐ Other _____

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3. What professional organizations do I belong to - and have I included their icons or stamps on my website?

4. How many years of experience do I have in my field?

5. What level did I attain?

6. What qualifications do I still need to acquire?

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7. What level is my ideal client or customer at?

- ☐ Entry level
- ☐ Some experience; ready for more
- ☐ Experienced
- ☐ Advanced
- ☐ Other _____

8. What is the most valuable skill or knowledge I can teach or share with my ideal client?

9. What is my client's most overwhelming problem? Where does he or she feel "stuck"?

10. What is my best solution? Why?

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11. What proven results can I share?

12. What specifically can I help my client or customer achieve?

13. What does my closest competitor offer my client or customer? (What is this competitor's biggest selling point, benefit, or advantage?)

14. What are my closest competitor's clients saying?

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A. What are they praising?

B. What are they complaining about?

15. What specific positive feedback have I received?

16. What one question am I asked most often?

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17. How would my ideal client answer these questions? "I need _____"

"My main problem is _____" "I look for experts who _____."

18. What is the "story" I want to live in front of my clients, customers, and competitors?

19. What key benefits, products, and services do I want to focus on? Why will they resonate with my clients or customers?

20. Does my website focus on my single clear message?

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21. How am I creating emotional credibility?

- ☐ Telling my story
- ☐ Relating anecdotes my client or customer can identify with
- ☐ Dealing with the same life issues my client or customer is dealing with
- ☐ Sharing the same passionate hobby or niche

22. Have I used the perfect communication method for that particular client or customer on my website?

23. Does my website reassure him or her that I am the one to deliver what is needed?

24. Am I actively soliciting - and paying attention to - feedback from my peers, coaches, customers, or clients?

25. Am I including appealing and irresistible calls to action naturally, at the right psychological moment:

- ☐ In resource boxes
- ☐ In my post body content
- ☐ In concluding lines
- ☐ In sign-up boxes
- ☐ In graphics

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26. How am I actively encouraging recommendations, testimonials, and referrals from happy customers or clients?

27. How and where am I actively soliciting or encouraging reviews?

28. I am creating regular content and following up at regular intervals:

- ☐ On my blog or website
- ☐ On social media pages and profiles
- ☐ Via email campaigns

29. I am keeping on top of current trends and changes:

- ☐ By checking local or federal government bulletins, departments, and requirements
- ☐ By following authority blogs
- ☐ By following key trade magazines related to my industry
- ☐ By following major industry influencers

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30. What type of customer service options have I set up?

- ☐ Help Desk
- ☐ FAQ section on my site
- ☐ Facebook Page
- ☐ An assistant who specializes in customer service
- ☐ Doing it myself
- ☐ Third-party network

31. What am I planning to deliver and how will it help my ideal customer or client?

32. How will I maintain a helpful, visible presence, online and off – consistently – at all times?

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