10 STEPS FOR BETTER CREDIBILITY

CHECKLIST

NAMS
Novice to Advanced Marketing System

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10 STEPS TO BETTER CREDIBILITY

- ❑ I have determined what types of credentials I need in my field
  - ❑ Degrees
  - ❑ Certificates
  - ❑ Accreditation
  - ❑ Personal experience
  - ❑ Practical, working experience
  - ❑ A thorough knowledge of my topic, field, industry and/or niche
- ❑ I have previous experience in my field
  - ❑ Yes
  - ❑ No
- ❑ I have researched my field thoroughly
- ❑ I am totally on top of all relevant new changes and updates for my field
- ❑ I have thought back to my first introductions to experts in my field and identified:
  - ❑ What first caught my attention about each one?
  - ❑ How each one made me feel
  - ❑ What each expert offered
  - ❑ How each offering resonated with me
  - ❑ How well is each offer delivered
  - ❑ How well each expert followed up and continued to build the relationship
- ❑ I have noted which experts in the previous category I still follow and maintain a relationship with

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Why? _____

- ❑ What does each of these experts do for me?

  _____

- ❑ With experts whom I connected with emotionally in an instant, I have identified why this was so

  _____

- ❑ I have studied my competitors and determined what type of accreditations they show on their websites
- ❑ I have determined which certifications or accreditations I need to satisfy legal requirements
- ❑ I have gathered the necessary icons or logos for relevant professional organizations I belong to - or to show my accreditation
- ❑ I have decided which pieces of my experience and background my client or customer will most want to see:
  - ❑ Certificates or degrees
  - ❑ Samples of past, successful work
  - ❑ An example of what I can do for my client
  - ❑ An example of what my product can do for my customer
  - ❑ Testimonials and recommendations
  - ❑ Legally required accreditations
  - ❑ Proven results
  - ❑ Other _____
- ❑ When it comes to my top competitor, I have identified:
  - ❑ What sells my competitor to her clients?

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- ❑ What does she present that I don't show?
- ❑ What advantages do I have that she doesn't?

❑ What are her clients saying? What are they praising? Complaining about?

Other _____

❑ I know my unique "story" - the one my clients or customers will most be interested in

❑ I am committed to visibly living my "story" in:

- ❑ social networks
- ❑ media
- ❑ YouTube videos
- ❑ Articles
- ❑ Guest spots
- ❑ Live venues
- ❑ Business organization meetings
- ❑ Conferences
- ❑ Workshops
- ❑ Other _____

❑ I have edited out anything in my content and offerings that don't directly relate to my customers and our field

❑ I have made sure all anecdotes are relevant to my customer or client

❑ I have not only identified my customer or client's most significant problem or desire, but I have also dug deeper into what I am:

- ❑ Hearing

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- ❑ Reading
- ❑ Seeing
- ❑ What are they showing me

❑ I have identified hidden messages my client or customer is giving me, perhaps even without even knowing she is giving these messages herself

❑ I have tapped into my customer or client's hidden:

- ❑ Fear
- ❑ Desire
- ❑ Frustration

❑ I am being myself with my clients, speaking with my own authentic voice and not putting on an "image" that isn't me

❑ I have developed the habit of being ruthless with my content, eliminating every element of my content that isn't relevant to that piece of content's primary purpose

❑ I have committed to keeping venting or sharing within my close friends, counselors, coaches, or mastermind groups - not with my clients or customers (unless it is highly relevant)

❑ I am aware that the moment I start to vent or share my "story" it is all about me - not about my client or customer

❑ I am sharing appropriate personal details enough to demonstrate I know what it's like to walk in my client or customer's shoes

❑ I am keeping it real and building emotional credibility

❑ I am one hundred percent familiar with my ideal client or customer, being aware of:

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- ❑ Her online shopping habits and preferences
- ❑ Her mobile habits and preferences
- ❑ Her contact habits and preferences
- ❑ Her character traits
- ❑ Cultural traits that may be influencing how she interacts and spends, online and off
- ❑ Other _____

❑ I am doing my best to generate spontaneous, positive recommendations, referrals, and testimonials

I…

❑ Thoroughly understand what I am sharing, selling, or teaching - and that what I share (and why) are valid and valuable reasons

❑ Provide well-researched, accurate facts, products, and information that my ideal paying client or customer can successfully use

❑ I have identified my client or customer's perfect solution(s)

❑ I have refined these solutions to make them even:

- ❑ Simpler
- ❑ Better

❑ I understand that the amount of preparation and practice I invest in and experience will directly affect my confidence - and credibility

❑ I am committed to making sure I demonstrate my skill or expertise in a visible, tangible manner through:

- ❑ Videos (and video series)
- ❑ Webinars

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- ❑ Workshops
- ❑ “How to” articles (if relevant to my field and skill set)
- ❑ Other _____

❑ My demonstrations focus on helping my client or customer - not on showing off my knowledge

❑ I am aware that videos and webinars allow people to see me “live” - how I talk, smile, gesture, connect: And that this is valuable in helping them feel they know me

❑ I am including natural-feeling links and calls to action in my content

❑ I am including social sharing buttons - and calls to action with these social sharing buttons, when allowed

❑ I have identified my mission and written a mission statement

❑ I am making sure I am honest and transparent about:

- ❑ What I stand for
- ❑ What clients or customers can count on me to provide?
- ❑ What I can help them with
- ❑ What I will - and won’t - do

❑ I am committed to active listening - and developing my listening skills

❑ I am not afraid to admit when I don’t know an answer

❑ I am creating reassurance in my credibility by:

- ❑ Delivering exactly what I promised

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- ❑ Making upsells optional for those who want more, rather than forcing people to upgrade to get what I initially promised in my current product offer or service package

- ❑ I am being highly selective with bonuses (announced and unannounced) that I include with offers

- ❑ I am keeping my bonuses highly relevant and making sure they relate to and directly enhance my product or service package

- ❑ I am ensuring I gather heartfelt, positive reviews, recommendations, referrals, and testimonials by actively asking for these as:

  - ❑ Part of my habits and patterns
  - ❑ Part of my contracts or sales agreements

- ❑ I am making it easy for clients or customers to provide testimonials by:

  - ❑ Placing a "Tell others about this product" call to action over my share buttons
  - ❑ Including calls to action to recommend me as part of my literature and presentations
  - ❑ Including calls to action to recommend me as part of my website

- ❑ I have included a "Praise" or "Testimonials" section as part of my website's main menu

- ❑ I have also included suggestions, prompts and/or web forms for clients and customers to add to these

- ❑ I am committed to:

  - ❑ Customer service
  - ❑ Consistent follow up

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- ❑ I am committed to providing:
- ❑ Easy access to my site
- ❑ Helping clients or customers to find information they need quickly
- ❑ Easy contact options
- ❑ Easy customer service options
- ❑ Details on what to expect in contact (and when to expect results) should they need customer service issues resolved

❑ I have decided on one or more of the following customer service options:

- ❑ Taking care of all customer service requests myself
- ❑ Outsourcing it to a specialist assistant
- ❑ Using Help Desk services or software
- ❑ Including a FAQ page to answer common questions
- ❑ Other _____

❑ I am planning ongoing contact and follow up carefully

❑ I am committed to maintaining, nurturing, and following up with my customers and clients.

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