

UNSHAKEABLE CREDIBILITY



TEXTBOOK



NAMS

Novice to Advanced Marketing System

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Unshakeable Credibility

In order to create credibility and be considered an expert in your field, you need to recognize that defining credibility will change based on the scope of the field you operate in. An example would be the differences between scientific or academic fields that place credibility in the degree that you achieve, while someone who is a blogger will gain credibility based on their knowledge of the subject and life experience that relates to readers. If a blogger relays misinformation or has their facts incorrect – their credibility is gone.

The bottom line is that credibility means that you are a trustworthy, solid source who can be counted on to assist your ideal client or customer without hesitation in your niche.



Step One: Put the Past into Perspective - and Words

Most people will agree that credibility is a process that can take years to build. Think back to experts who you gave your trust to in the past. Was there anyone who gained your immediate respect and confidence in their knowledge of their field? Did you find yourself either wishing you were exactly like that professional - or that you could be coached by her? If so, take out a notepad and detail exactly what happened - and why you felt the way you did.

Think carefully about when you met this expert and write your notes below:

What caught your attention? (Was it a specific statement or example? Someone talking about exactly what you needed right that moment?)

What you felt. (Be as detailed as possible.)

What that person provided. (And how relatable it was to you.)

What you purchased. (And why you purchased it.)

How well it delivered. (Was it the promised solution? Did you receive value from at least one part of it that enhanced your life?)

How much effort did you have to contribute to continue the relationship? (Was their follow-up email timely and natural feeling?)

If you remember an expert like this, your connection was probably an instant one.

The most important question is the one that directly relates to your field of expertise:

Why was the connection instant?

Step Two: Decide What Credentials You Need to Be Successful

Your response to the last question will reveal what is needed to obtain credibility. If you responded that your connection was immediate because that research chemist is doing the job you want to do, you will most likely need credentials such as degrees and doctorates.

If you answered about the salon shop owner, *"her problem with employee turnaround is the same situation that I am having"* then their credentials do not concern you. You want to know her solution - and you're reassured by her personal experience with her own salon.

If you are trying to enter a field where particular professional organizations dominate, you need to show your readers that you are a member in good standing.



Show acknowledgements such as accreditation or awards you have received from the organization will reassure your target audience.

Select your particular field's type of credentials that are needed:

- ✓ Practical, working experience
- ✓ Personal Experience
- ✓ Certificates
- ✓ Accreditation
- ✓ Degrees

If you are having issues in determining what your field's credential focus is, then proceed to the next step...

Step Three: Are Credentials and Certification Necessary?

Look at your successful competitors and see if they have accreditation or degrees. If so, do they display their degrees after their names? Do they show professional organization logos or accreditation stamps in a prominent location on their websites or blogs?



If they do, you can be certain that accreditation is important; even if only legally. Consider taking courses or joining the same professional organizations, if you need to do so - or else figure out another way you are going to show professional credibility. (For example, attorneys are legally required to obtain a Doctor of Jurisprudence degree along with passing the Bar Exam before they can practice law.)

A property manager who is not a legally licensed broker can still perform work in this field. However, if they do not have a license they will need to operate under another licensed broker.

If you are in a profession that allows for you to work under another person's license, then you would want to do the following:

- ✓ Highlight your achievements
- ✓ If you have an extensive work history in this field, then elaborate and focus on that.
- ✓ Briefly talk about any awards or recognition you have received.
- ✓ Display your information where they would be in a prominent location for viewing. (Clients are usually pleased to give testimonials and provide photographs if they are happy with the service you provide. (The best time to ask them is at the second consultation when you are setting them up for your specific request when the job is done - not afterwards.)

Fortunately, online marketing does not have strict certifications. General or irrelevant degrees that are not related to your client's needs, are not always a guarantee of strong credibility. It is important to carefully check your state's requirements to see if certain certifications are required by law.

In relation to online marketing the following are some examples:

- ✓ A client that is having problems setting up their shopping cart is not concerned with a university business degree. They are more concerned with whether you can quickly set up their shopping cart.
- ✓ If you have any affiliate links on any of your pages, then the law requires that you have a disclaimer page about affiliate earnings.
- ✓ There are some specialty coaches that by law are required to have highly specific professional accreditations. Then there are other types of coaches that need only proven and visible experience to practice.

One way to boost your professional image is to show insignia and seals from other professional organizations. The customer may think these are received after a three-year program instead of the probability that these are NAMS, Inc. [MyNAMS Insiders Club](#)

short courses that may have only lasted a few weeks. For example, a licensed plumber that displays the “CPDA” logo after his contact information will increase the credibility of his site. The customer remains unaware that “CPDA” logo is only affirmation that he completed a week-long course offered by the Cochrane Professional Dealers Association.

To summarize, credentials, certifications and degrees may be required by law in certain professions. Everyone should make sure they are aware of any new laws that will be going into effect and if credential requirements will change. Remember that how you talk about or display other credentials or certifications is only as effective as the way you present and position them.

When deciding which of your accreditations to display or highlight, make sure you show what is **legally required** for your profession along with showing what your client or customer will relate to. Avoid website clutter with extensive pages talking about your degrees or credentials.

Focus your attention on proven results.

Step Four: Analyze your Competitor

Previously we mentioned checking out your main competition to review how they displayed their own credibility. This is something you should always do.

What sells my competition to their clients?

What does my competitor present to their client that I do not have?

What advantages do I have that they do not offer?

How is their client feedback? What are they complaining or praising about?

Your answers will give you great insight into how you should plan to increase your own online credibility.

Step Five: Become a Great Storyteller

Your website should be thought of as **your “story.”** Keeping that in mind, it is imperative that you live your story across all aspects of your social media in order to create credibility.

The main thing to remember is that your story must emulate your ideal client or customer. Show them that you can relate to their issues and that you are able to produce solutions.

In other words, both customers and clients must be able to relate.

Think back to the first exercise where you thought of someone in your field that you had an immediate connection to after exposure to a post or article on their website. More than likely, the reason for that instant connection is due to their relatability. You felt as if they were speaking directly to you, offering a solution to an issue that you both shared.

You will give your story credibility by being genuine and direct. Anything that doesn't relate to your customers, you will edit out.

For example, they don't need to know about your discovery of the best little coffee shop downtown.

Your website is there to help them navigate thru setting up a sales funnel - unless you tell about your coffee shop find to demonstrate the need for caffeine while working late nights in order to keep up with your boost in sales from a successful sales funnel program. Make sure to keep things relevant.

Your focus should be to reach them on a personal level. Here is how to tell a great story that will be relatable and resonate with your client or customer:

What is their main problem, concern, need or desire?

Take the time to dig deep and really think about their response and what it is that they are saying. Is there anything that lies below their comments or is their answer simply a literal one?

For example, when a client says, "I need someone to do my payroll and bookkeeping." (Search for any clues in other questions, statements or complaints – or be direct and ask your client specifically why!)

They could be really saying any of the following:

- ◇ "I hate doing bookkeeping. Mathematics makes me want to pull my hair out."
- ◇ "I can do it, but I do not make money when I am doing my own payroll. I prefer to focus on website design because that is where I make my money."
- ◇ "I feel stressed out with my business."
- ◇ "I need to keep in a creative mind-set and handling my payroll and bookkeeping prevents me from doing that."

Great storytellers can go beyond their client's problems that are easily seen. They have found that going below the surface where frustration, fear, and dreams all lay hidden, is the best place to create a bond of loyalty (and credibility).

Be yourself.

When speaking to your clients make sure that you are genuine. Now more than ever, people can tell if someone is being sincere or not much quicker than they used to.

People should hear the same voice when you speak to them by podcasts or when they are reading your posts or articles.

Be fierce.

Not with your customers or clients, but with your storytelling. If a paragraph or sentence doesn't directly reinforce, define, or interpret your story's main focus, kill it.

Keep your sentences short and remove adjectives and adverbs. (They'll be easier for your readers to accept and remember.)

Focus on your client or customer.

Be repetitive.

Communicate in the way your audience has come to expect. Use templates to help develop a repetitive consistency. Set up regular, recurring features your readers can look forward to.

If your product or idea is wild and new you can present them stamped repetitively with your company's branding. The repetition of your company's colors and logo helps to give reassurance to those ready to take your exciting new step.

Be real.

Show restraint and limit anecdotes to only those that relate directly to your reader's needs or problems. Refrain from using anecdotes to "share" or "vent" with your customers as this makes the story about you – not your audience.

We have discussed consistency, safety, and repetition for your audience. However, when it comes to you, be a risk taker. Show your client that you are a real person who understands and can relate to their life circumstances. Giving the impression of superiority, sitting high atop on that perfection throne, will only distance you from your client. They will not find you relatable.

Sharing your failures and struggles will mean more to them, when they see how you were able to overcome those obstacles. This will provide evidence that they too can really follow your lead and accomplish similar success.

Emotional credibility is the most essential type of credibility.

It's all about relevance. It's not about you even if you are putting yourself in an expert position. It is always about your client or customer's path to success.

Step Six: Your Audience

Credibility can be proven by an in-depth understanding of your unique, specific audience, along with an understanding of general online searchers.

Online buyers have gotten better at recognizing fakes and now require more proof before they are willing to listen.

Online buyers still have concerns over security, but the fear level has greatly dropped, that once prevented shoppers from parting with their credit card information.

Some things are still the same where every now and then you will get the customer that instead of asking for a refund will file a grievance with PayPal. You can count on having that occasional client who wants to stay over your shoulder and micro-manage you thru every phase of a project then complain about controlling cost overages.



You must anticipate these tendencies and human character traits when you are planning and setting up your website and services you offer. The more you anticipate these issues, the happier and more satisfied your clients will be – and happy customers and clients bring convincing recommendations and testimonials.

Recommendations mean greater credibility.

Step Seven: Practical Background

If you haven't walked in their shoes, you need to make sure that you do the following:

- ✓ Have a real understanding of what you are conveying to your audience. What you share should be credible and valuable.
- ✓ Provide logical, solid information that your ideal paying customer or client can use on their journey to success.

- ✓ Provide genuine solutions that go beyond the normal scope of their problems. Always rethink the situation to be certain you have exhausted other options that might meet their needs.
- ✓ Make it simpler.
- ✓ Make it better.

Your reputation will spread as happy customers and clients tell others about you. Your income will reflect the job you are doing. Remember the following:

You will feel more confident if you have an extensive practical background in your chosen professional field. This enable you to reflect that confident image onto your client.

When you have more practical experience in your chosen field, you do not have to talk about yourself as much which causes others to positively talk about you and recommend your services to others. Do not sit back and wait on others to create your credibility. You must continue to promote yourself in a positive light and continue to expand your reach to your online audience.

For example, if you were a household name in the food world, like Chef Ramsey, not only would you have a highly-professional, well-paid team to manage advertising and promotion, but you would be seen nationwide on television.

People would be able to see from your TV shows that your knowledge gets amazing results and provides exceptional training.

You may not have a team or even a big budget (yet), but you can duplicate these strategies - and results - quite easily, using the following three suggestions:

Show - don't tell

- ✓ If you are sharing a physical, tangible skill then create a video series to show what you are offering.
- ✓ You want to build your video series by focusing on that select niche you have managed to corner in your field. Find what it is you want to

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be identified with that your competitors have been unable to successfully cover.

For example, if you are a master weaver and your big product is a brand-new type of loom targeted at serious craft weavers building up experience, create a video series on different types of looms. Each episode in your series should demonstrate a different loom type: For example, ...

- ✓ **Episode One:** Weaving on a Rigid Heddle Loom
- ✓ **Episode Two:** Weaving on a Back-Strap Loom
- ✓ **Episode Three:** Weaving on a Tapestry Frame Loom

And so forth.

Finally, release a video demonstrating your brand new, original loom:

- ✓ **Episode Six:** The Murray Lightweight Portable Jack Loom

(That is yours!)

It's up to you to decide on the intervals between episode releases but use the time between episodes to **get the word out about your series** and ask other weavers to **share your links**.

Do your best to make sure each episode:

Identifies the most common glitch or problem people experience with whatever you're demonstrating.

Shows them a ridiculously easy or logical way to solve this.

Don't talk over their heads with industry terms and jargon trying to impress them. Instead focus on their issues and helping them overcome that one big obstacle that they are facing with whatever component you are sharing with them.

Write posts about your videos that are "teasers" of what they can expect and embed your video in the content making it easier for your audience to view your information right there without leaving the site.

If you include actual screen shots in your post it allows your reader to instantly be able to see what they can expect to learn.

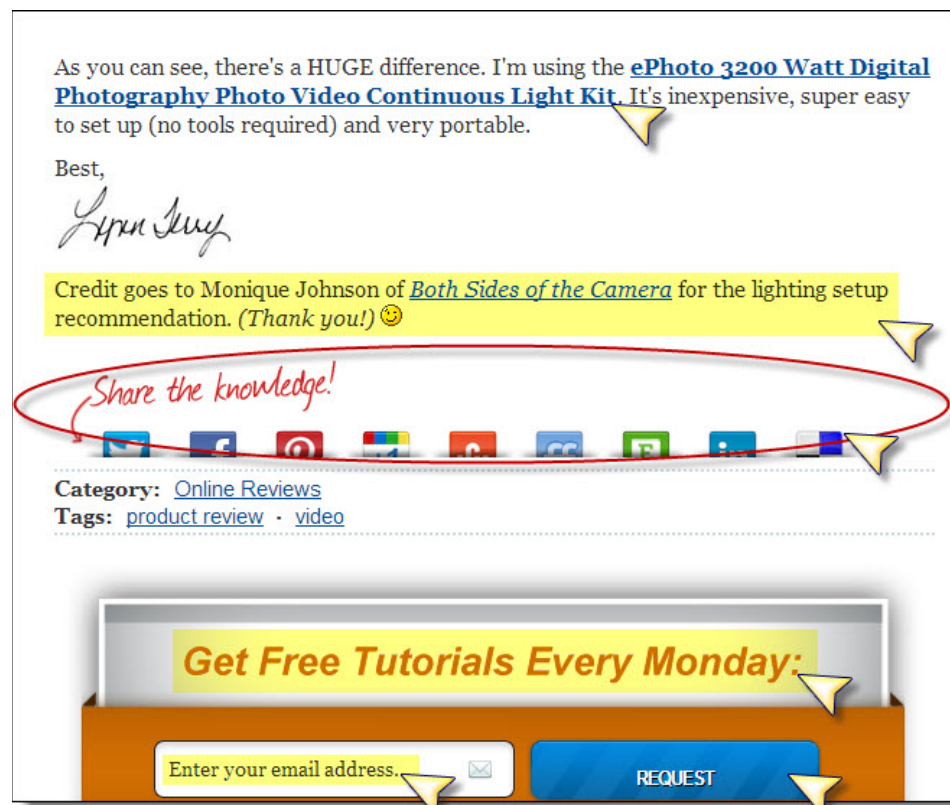
Notice that videos perform one other valuable service in helping you establish visibility - the first step to credibility: People see your face in what feels like "real time". They see your facial expressions and they hear your tone of voice. They can see your confidence and mastery of your topic.

A video series is the next best thing to presenting courses and workshops in person - and it's always available on YouTube.

Ask and Share

All your webinars, podcasts, social media posts and videos should include a **call to action** that is a natural transition from each piece of content. Never let your calls to action feel like a sales pitch.

Now let's look at how easily this example includes calls to action:



Notice there is not a single call to action but there are several besides the obvious product link that is for sale.

- ✓ “Share the knowledge!” is an example of a social media call to action.
- ✓ “Get Free Tutorials Every Monday” - complete with another call to action within the text field telling the reader what to do. (“Enter your email address”)
- ✓ A customized call to action with the sign-up button. (Instead of the brain-numbing, overused “Submit”, she tells people to “Request” the tutorials - emphasizing that it is their privilege and choice to help themselves to more knowledge)

A classy touch is where the person receives acknowledgement for bringing the product to the writer’s attention, along with a backlink. This is something top experts do in order to make people feel acknowledged and included.

Stay Current in your Field

Make sure you stay on top of any changes or new developments in your field in order to be regarded as the expert of choice for information. Sharing outdated information will kill your credibility.

Step Eight: Authenticity

The first step in developing trust is to focus entirely on your client and their needs when you are speaking to them. **Trust builds credibility.**

Here’s how you can develop it further:

Be Transparent

It is not a flaw if you do not know an answer. It is better to simply state that and let them know that you will research it or refer them to someone in your field who can help them.

Build your Reputation

Think about the following questions and give complete answers.

What do I stand for?

What can my clients depend on me to provide?

What can I assist them with?

What will I NOT do?

You need to know these answers yourself and live by them.

Learn to Listen

Trusting someone is achieved when the other person is *“feeling that the expert you are talking to cares.”*

Many experts sabotage themselves in this area by not being an **active listener**. When they are more focused on saying the perfect response to what they are anticipating the customer is trying to relay, they leave the person feeling as if they were not heard or belittled. It gives the impression that they are more concerned with dispensing their “expert” knowledge instead of listening to the client’s needs.

Keep in mind that although you may have heard the same question a million times before, it is still new to the person asking the question.

Real listening involves waiting until your questioner has finished speaking before offering your ideas, mirroring back what you heard, acknowledging them, and if necessary, re-stating back what you heard for clarification.

Part of being authentic is using current, professional-quality profile photos on all your sites and social platforms (preferably versions of the same photo). Do not let your audience meet you in person and discover someone 100lbs. heavier and twenty years older than your picture portrays.

Know your values and your mission and do not be afraid to say, "I do not know but will find out for you."

Step Nine: Reassurance

Previously we discussed about using current and honest profile pictures - and about how using video lets people see you engaging in "real time".

A big part of credibility is providing your target audience reassurance.

The following are some simple but important ways to provide reassurance:

Delivery

When you simply deliver what you said you would and ensure that it provides the solution you said it would, you are establishing credibility. It is that simple.

Never force an unwelcomed mandatory upgrade that is needed in order to solve the problem. If you promised that your small ticket item would solve their issue, then do not force an upgrade in order to receive the solution. Present upsells as an option for people who want more.

It is great to provide more than what they asked for but avoid bombarding your client with too many bonuses that are not directly related, or do not enhance the original purchase. Bonuses should not require individual sign-ups for each one because your customer may not have the time to invest or can become confused and distracted and decide to *"just close everything for later"* - including the product they bought from you.

Recommendations, Testimonials, and Referrals

When you make it easy for clients to recommend you, you are building credibility by letting others do it for you.

Using calls to action to ask for referrals. This becomes easy when you make asking for referrals:

- ✓ Part of your habits and patterns
- ✓ Part of your contracts or sales agreements
- ✓ Easy - by placing a "Tell others about this product" call to action over your share buttons
- ✓ Part of your literature and presentations
- ✓ Part of your website

Customer Service

Once the sale has been completed your **focus should turn to customer service**. Trust can be easily destroyed by being let down after a purchase.

It is not only important to provide your client an easy process for accessing the product you are offering, but you also need to make sure that you provide efficient ways to access customer service as well.

Help your client or customer to...

- ✓ Easily access your site
- ✓ Find information they need to find - quickly
- ✓ See instantly how to contact you, should they need to
- ✓ Understand how you (or your representative) will respond - and know how long they will have to wait before their issue is resolved

If you have many products or have reached your maximum capacity for serving your clients, then **outsourcing your customer service** is a smart option you should consider. Choose someone who specializes in timely turnaround and customer satisfaction. Introduce them to your clients and customers as your own expert and provide the information needed to

contact them. Help by instilling trust in your representative which will in turn boost your own credibility.

Step Ten: Follow Up

Finally, make sure you are continually **maintaining** and **building on your reputation** with:

- ✓ Clients and customers
- ✓ Fans and followers
- ✓ Subscribers and visitors

That involves managing multiple online and offline platforms (e.g. social media, forums, guest speaking, workshops, and events).

Planning is the key to preventing any interruptions in your online visibility.

Remember that this is a real relationship so treat it like one. (Think of this relationship as if your subscriber was a friend you regularly interacted with, in person.)

- ✓ Do not bombard your subscribers or customers with new offers. Give them time to check out, use and think about your last one.
- ✓ Do not “*disappear*” for weeks or months at a time - and then suddenly expect them to remember and care who you are.
- ✓ Provide tips, information, FAQs and answers to questions
- ✓ Keep them up to date on new changes or products in your field
- ✓ Understand where they are coming from - and what is changing in their lives too

Above all, be there and care. Even when “*caring*” simply means you are quietly but visibly providing the support they need for their latest project.

There’s really no substitute for confidence or for keeping your focus on your customer and their needs.

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