

# UNSHAKEABLE CREDIBILITY



## IDEA GENERATOR



# NAMS

Novice to Advanced Marketing System

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There are many ways to establish credibility with your ideal client or customer. Validating it realistically through a life lived in your public's eye is far better than solely talking about how great you are. The strategies and techniques below will feel natural and will reassure your client or customer while increasing your own level of ease.

## **1. Create a Facebook Page.**

Many of your clients and customers are most likely "live" on Facebook. Why not utilize this to your advantage? Create a Page for your business and post as your page.

This is a tremendous vehicle that will allow your business to become part of their Facebook everyday life. Think of the customer service you can provide when you can answer simple questions immediately and in person. How reassuring this would be for your customers and clients!

This would also speak volumes to others who are not yet customers and will also build confidence in what you offer.

## **2. Create a FAQ page or section on your website.**

A great way to establish your expertise is to provide a comprehensive FAQ section. It shows your customer that you can foresee the needs they may experience. This is a quick, easy way to show how your professional experience has already provided solutions for other customers and clients.

Imagine how this would reassure your customers that you truly do know what they need by providing the answer before they even ask the question.

## **3. Provide your contact details.**

Prove you are a real person.

- Make sure all contact information can be verified.
- Do not use box numbers, if you can help it (people suspect frauds, when you do this)
- Give your clients and customers a street address.
- Provide a telephone number (and Skype handle).

- Cater to individual contact preferences by providing more than one option.
- If you do not want to provide a telephone number, a professionally-designed contact box is a reassuring alternative.

#### **4. Use strong branding.**

Credibility is established when people know who you are. Make certain they can recognize what you look and sound like, and what they can expect from you.

Go a step further. The colors you use, graphic styles, your logo along with other consistent elements you use becomes your branding. It does not matter whether you are aiming for a company brand or personal branding - people love repetition (and elements that are repeated are easy to remember).

#### **5. Be professional.**

Having the right credentials and “doing things correctly” does not make you professional.

**It is about:**

- Focus always on your client or customer
- Pay attention to details
- Always look for a way to take things one step further

**Get into the habit of:**

- Triple-proofing your content and website for spelling mistakes, missing words, incorrect word version (e.g. “you’re” instead of “your”) and weak sentences.
- Expressing yourself coherently goes a surprisingly long way in reassuring visitors to your website.

#### **6. Give yourself the Grandma/Mom test.**

Evaluate what you are saying, showing and selling. Ask yourself if mom or grandma would smile with approval or frown wondering who wrote this?



If they read your story or if they examined your website would you be embarrassed?

Using the Grandma/Mom test is an extremely effective way to make sure you are always being real and authentic.

## **7. Soar with Eagles.**

Sometimes when just starting out online there might be an inclination to try what someone else is doing or to throw yourself into marketing a product you do not know well.

Reputation and integrity are everything in business! Do not include or promote irrelevant or less-than-top-quality bonuses or products.

Be cautious who you accept as a partner, or whose bonuses you allow in your offers. Use caution in who you promote and associate with professionally.

Only one dishonest associate can ruin your own name and credibility. Be choosy - for the sake of your customers and clients.

## **8. Answer your customers and clients.**

Your silence can kill a growing relationship. That might seem basic, but say Josephine Schmoe buys your eBook and likes it. Your marketing has convinced her you are the top-of-the-trees expert on paper quilling, her obsessive hobby (and yours). She loves the posts on your Facebook Page, and impulsively she asks you a question. It is a serious question to her. If you are not there daily on your Facebook Page, you will not see or answer the question.

If you are worried about her or someone else bombarding you with questions, you are dangerously close to thinking you are too good, too busy or too important to answer questions. Answering questions in an authoritative and helpful manner is a great way to demonstrate that you are the real deal. Why would any business owner ignore questions? Unfortunately, that is what about ninety percent of all businesses that have a Facebook page do.

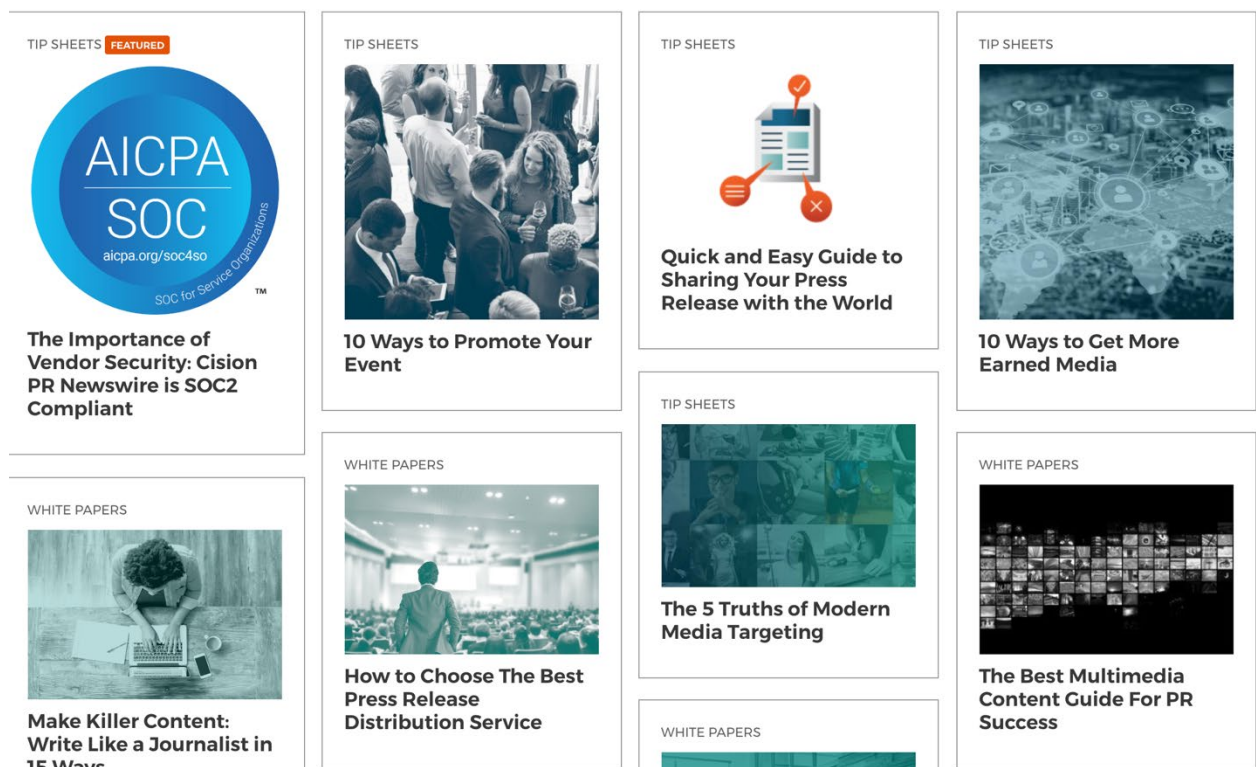
The best way to build trust and loyalty is to provide contact options you can handle easily. Answer questions or comment on posts and letters in a timely manner.

## 9. Use targeted press releases.

Amateurs send press releases out to anyone and everyone. Why not pay to position your press releases in major news services? This is how to instantly build authority while still spreading the news.

What do you think would benefit more? An appearance on Oprah or a paragraph at the back of an eZine?

While the latter can bring in good sales, investing cash in mainstream media through agencies such as [PR Newswire](#) can garner you global reach - and still hook into your target audience.



## 10. Gather recommendations from industry peers and fellow experts.

Success stories and testimonials from happy clients are great but there is nothing like having an already-established industry expert (especially at celebrity level) endorse you.

Offering a joint venture project that will directly benefit and thrill their own audience is a great way to fast-track getting to know an industry expert.

Is their endorsement relevant to your audience? If not, it will detract if no one knows who your celebrity is because she operates in a field yours does not bother with.

## 11. Give samples.

Samples are a great way to stimulate your ideal customer's appetite - and make them want more. It matters little if these are free samples or "lite" versions of your product.

Make sure any sample you provide is stand-alone complete. It should perform one task or function, to show people how it can help them on many tasks or functions. (In other words, it should be a small-scale version of your "world" - not just an incomplete piece.)



To make clearer, think "food". You might serve up a tray of fantastic hors d'oeuvres to demonstrate your gourmet cooking skills. Select any single hors d'oeuvre, and it is a melt-in-the-mouth taste of perfection. It is complete in itself.

However, if you provide your potential patrons a mouthful of the carrots from your gourmet dinner, they will not really have a sense of the complete dinner.

Your sample should leave your customer saying: "Oh my goodness! If that bacon-wrapped water chestnut was that good, I'd love to try her entrées!"

Likewise, your simple free template should leave potential clients saying: "Wow, what a great template! I'm going to buy her twenty-pack deal."

## 12. Invest in quality

Professionalism and quality should be displayed in every step of your process and every part of your business!

Proof-reading your content is just a small part of that. If you hire a ghostwriter, hire one with experience. Look for one who knows how to reflect your unique voice and who conveys original, top-notch content.

If you hire a graphic designer, make sure her style syncs with your branding. Confirm that she herself has the reputation and recommendations to reassure you.





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*If you buy PLR, buy quality PLR - and spend the extra time you need to customize it and make it your own.*

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You can bring quality to every part of your business, from the people you hire to the products you create.

### **13. When looking for expert connections, dig into your past.**



Who do you know in your field? Not just peers you know now but think back to that coach or teacher you had as a youth.

Contact them and reference that specific past event. Ask them to review your new product or be a guest on your podcast.

People will be genuinely flattered that you remember something they put care and time into so clearly and will be only too pleased to support you.

### **14. Write a book.**

Another fantastic way to build your credibility with any audience or is to be a published author.

You can self-publish a book in a week or two if:

- you have something to say
- you use a platform such as Amazon.com.

Thankfully, computers now allow individual authors access to sophisticated tools and apps to help produce perfection.

The key, of course, lies in making sure you do just that. Produce a top-quality, professional manuscript, correctly formatted and thoroughly proofed.

## **15. Solicit reviews!**

Have created a physical product, tutorial or eBook? Do not just wait for reviews to fall in your lap, solicit them.

Search for top reviewers in your field on platforms and marketplaces such as Amazon. If they have included a link in their profiles and offer a review copy. (Just make sure you do it in a way that violates no rules.)

You can join KDP Select and take advantage of your five “free” days - periods you can set yourself, totaling five days, where you offer your book for free. Select these periods; then announce your book and promote it vigorously.

Do not forget to *ask* for the review!

## **16. Show photos of your business on your website.**

If you have a physical building you call your office or store, show photos of what it looks like, inside and out. This will help people get to know you, before they ever visit. They will feel more comfortable if they can “recognize” your store by sight.

Do you have an online business? This is still a great strategy. Say you breed dogs, for example, showing your beautifully clean and comfortable kennels and happy dogs would reassure people that yours was no “puppy mill”.

Use photos as “proof” - and be creative. What kind of photos would peak your customers interest?

## **17. Introduce your team.**

Many businesses do this. You see a row of headshots and brief bios usually loaded with past experience references and credentials.

Formal profile shots are great but if your business is informal enough - use shots that really showcase each team member’s personality. Keep it real - make the photos show something about their personalities, values, passions or lifestyle. Make sure the “message” is not only true but connects with your visitor - and honestly represents your business.

Be consistent. Preferably have them taken at the same time by the same photographer; perhaps with a **distinctive background** or **lighting**.



You can really differ from your competitors, in your bio blurbs. Do not focus on the team members credentials as much as **how each team member is specifically going to help the reader**. (E.g. "This is Karen. She spent five years at Disney, but at Heaven Lee Designs, she will be the person who helps you choose your fabric swatches. You can reach her at...")

## 18. Network.

Build your reputation by meeting people in person. That goes for:

- Industry peers
- Clients
- Customers
- Suppliers
- Media representatives

Run local workshops. Join professional organizations and consistently attend their events. Talk to people there. Be interested in them.

Go to conferences and conventions and attend mastermind retreats and workshops. Make sure your budget as it is right now allows for this.

## 19. Be positive.

It is amazing at how many online entrepreneurs shoot themselves in the foot - after spending months and years working on building a professional presence - but grouching and complaining in social networks.

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***How you communicate leaves a lasting impression.***

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Always be positive. This does not mean that you do not acknowledge bad conditions. It means providing solutions for those bad conditions or showing people how you handle inconvenience with grace and humor.

## 20. Dare to share.

Do you want people to promote you and or recommend you? Provide them with valuable information they can easily use right now. Do not make them pay for every tip you offer. Share your best ones on your website, or in answers to questions on forums or social media.

Do not worry about “giving too much away”. Once people see how valuable your help is, they will soon be looking to see what other services or products you offer - and they’ll be only too happy to pay.

## 21. Seek feedback.

The bottom line is that we only have one viewpoint: Our own. We see out of our eyes from the spot we are standing in.

Be sure to have at least one other pair of “eyes” for your business. This will aid in alerting you to your blind spots. What you see as reassuring may actually put off your intended client just because you took something for granted.

For example, there is the famous example of a financial coach who released a video talking about financial freedom and creating abundance - totally unaware that the shadow of bars on her window was fall all over her face and torso. Not only was this distracting, but on a subliminal level, the “bars” imagery psychologically contradicted everything she was saying.

If she had only run the video by a trusted virtual assistant, or paid a trained video editor, she might have been alerted to this damaging issue

You will not regret paying professionals for feedback or calling in favors from industry friends. It is highly recommended that you always do this before releasing a new website design or a new video.

## Conclusion:

To achieve unshakable credibility, you do not have to do backflips. Just be **professional, authentic** and above all, **customer/client focused**.

Honesty and integrity are paramount. Put in the time, hire the right people - and your good reputation will grow in leaps and bounds.