

UNSHAKEABLE CREDIBILITY



CALENDAR

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Unshakeable Credibility Calendar

Week 1: Assessing your Web Presence

Monday

Review your website.

Is the content clear?



- Your main focus attracts your ideal client
- Mission
- Strong focus on how you help your client or customers
- Understand their most important solutions/needs
- Who you are
- Core values

If any of the above items do not stand out to your client needs, re-work those areas of your website.

A good idea is to write them to be up to date and current with your business as it is today.

Use the information below to help you make necessary updates:



Your Mission

What you can offer

Core and Business Values

Strong message to your Ideal Client

Do not breeze by this – it is too important! Have clarity when stating ‘I want to be known for _____ with a strong, clear vision.’

Review your credentials listed on your website.

Includes:



- Tangible credentials such as:
 - ◇ Degrees
 - ◇ Licenses
 - ◇ Certificates
 - ◇ Professional proof of memberships
- Intangible credentials:
 - ◇ Confidence
 - ◇ Client/customer success stories
 - ◇ Demonstrations of qualifications to help them see your expertise (video, articles, etc.)
 - ◇ Current content
 - ◇ Legal disclaimers
 - ◇ Still relevant today

Tuesday

Review notes from Monday and implement the list.

- ◇ Determine how to update online presence
- ◇ Data needed
- ◇ Will you outsource?
 - If yes, begin to research and interview possibilities.
 - Schedule time to create and document your business processes
 - Consider a regular, high-value newsletter as a sign-up incentive and credibility-building resource.
 - Determine if this will be outsourced
 - Monitor new processes and document results

What are people saying about you?

About your competitors

- ◇ Needs, success, complaints?
- ◇ Make note of your research discoveries

Based on this new data, is your mission, values and signature packages current?

Brainstorm now how to update to:



Attract new clients

Re-engage and inform old clients

Increase visibility online

Build and secure your reputation

Wednesday

Re-engage the audience that aligns with your business updates.

Consider 'offline' live events.

Determine an outsource plan.

Determine your budget.

Review you online content, including social media platforms, to make sure everything is current.

Keep your content natural 😊

Thursday

Develop a video series to strengthen your 'brand'.

- ◇ Ideal audience

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◇ What they seek/need?

◇ What are they inquiring about?

◇ What is your most valuable skill/knowledge do you have to help?

- ◇ Have a solid brand at the beginning of the video
- ◇ Check your equipment needed to create the video series
- ◇ Determine how you will add your branding and colors in the video (backdrop, white board, venue?)
- ◇ Practice, practice practice!
 - Note any edits needed

Friday

Test all equipment for video. Adjust, as needed.

Complete any tasks not completed earlier in the week.

Create your social media strategy to strengthen visibility.

Create your first video, keeping focused on the message.

Brand your YouTube Channel

Edit video and upload to YouTube 😊

Week 2: Setting Up your New routines

Monday

- Contact/follow up on anyone you need to reach out to.

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- Review every call-to-action. Tweak, as needed (create new CTAs, if you see missed opportunities that currently exist in your content or site.)
- Ask your subscribers, customers, fans to help you share your video series
- Start your streamline your social media interaction
- Monitor feedback
- Research professional organizations you should join. Schedule in their meetings or classes/courses
- Run analyses and read data from your new web and social media monitoring routines.
- Make notes of actions to take
- Respond to questions, complaints, comments

Tuesday

- Time to focus on creating a new 'Signature' incentive to boost your credibility- as well as helping your clients/customers.
- Increase your Social presence
- Be proactive and visit a client page
- Research and contact affiliates. Let them know you will have new, valuable developments they may be interested in sharing with their clients
- Work on designing new affiliate contests or other incentives to strengthen your importance to your affiliates

Wednesday

- Create new landing pages
- Create a series of posts or podcast episodes to strengthen your brand
- Create social posts that position you well for what you want to be known for.
- Schedule and pre-schedule these, plus your posts

Thursday

- Proof all content, landing pages and other material that needs to be approved - or assign it to an assistant
- Research and sign up for official authority blogs, RSS feeds and trade publications
- Create a hashtag. Register it with hashtags.org.
- Create a Facebook Page for your brand, if you don't already have one.
- Share and promote your page (advertise) as prompted.
- Inform affiliates about your new Facebook Page. Ask them to share it.
- Create your profiles on all major social networks. (This drives negative rankings further back in search results, where they are less likely to be viewed.)

Friday

- If you do not have a FAQ section, create one on your website (Focus on what your ideal visitor wants to ask or find out more)
- Contact existing or past clients. Ask if you can use excerpts of material they have sent you in your new "Success Stories" section. (can be from letters, comments on your Facebook Pages, letters of reference, etc.)
- Create your offline content that has not been a feature:
 - Your new web or social links
 - An appropriate call to action
 - A request for feedback or sharing
- Confirm every part of your online (and offline) presence is all about your **client**
- Monitor and document your social networks and tracking metrics
- Boost posts that are driving comments and replies
- Review your new credibility-building strategies and routines. Tweak it according to results.



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