

UNSHAKEABLE CREDIBILITY



CHECKLIST



UNSHAKEABLE CREDIBILITY

How to show credibility on
your website, social media
and live events.

Determine What Credentials You Should Have and Display on Your Website

Degrees

Personal experience

Certificates

Practical, working experience

Accreditation

A thorough knowledge of your topic, field, industry and/or niche

Research Your Field Thoroughly



Document the amount of experience you have in your field (This is not just your current experience. Think about jobs you have had related to this question and include that also).

Note anything that you have achieved that would enhance your “expert” status.

Continue to learn relevant new trends and updates for your field.

Think About the Experts in Your Field

What first caught your attention about each one?

How does each one make you feel?

What does each expert offer?

How does each expert follow-up and build relationships?



Think About Which Experts You Still Follow and Maintain a Relationship With

Why?

What does each of these experts
do for you?

Which experts did you have an instant
connection with? Why?

Set Up Your Credentials on Your Website

Determine which credentials you **MUST** have to satisfy legal requirements.



Gather the necessary icons or logos for relevant professional organizations that you belong to in order to show your accreditation.



Decide which pieces of your experience and background your client or customer will most want to see.

More Website Updates

Post testimonials and recommendations.



Post samples of past, successful work.



Give an example of what your product can do for your customer or client.

Know Your Competitor



What sells your competitor to their clients?

What does they present that you don't show?

What advantages do they offer that you do not have?

What are their clients saying?

What are they praising? Complaining about?

Know Your Story

Know your unique “story”, the one that your clients or customers will most be interested in. Be prepared to visibly live out that “story” in the various aspects:

social networks

Live venues

media

Business organization meetings

YouTube videos

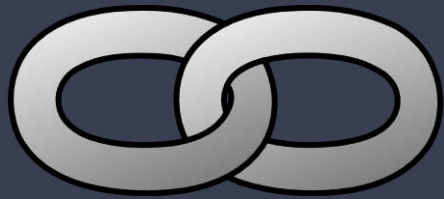
Conferences

Articles

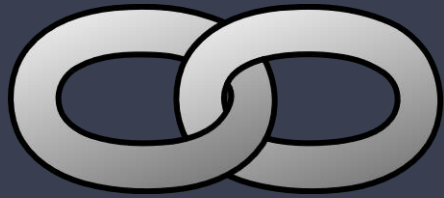
Workshops

Guest spots

Be Relatable

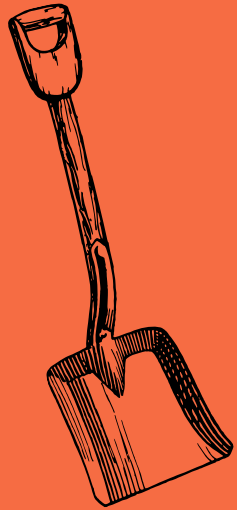


Edit out anything in your content and offerings that do not directly relate to your customers and your field.



Make sure all anecdotes are relevant to your customer or client.

Dig Deep To Reveal Your Client



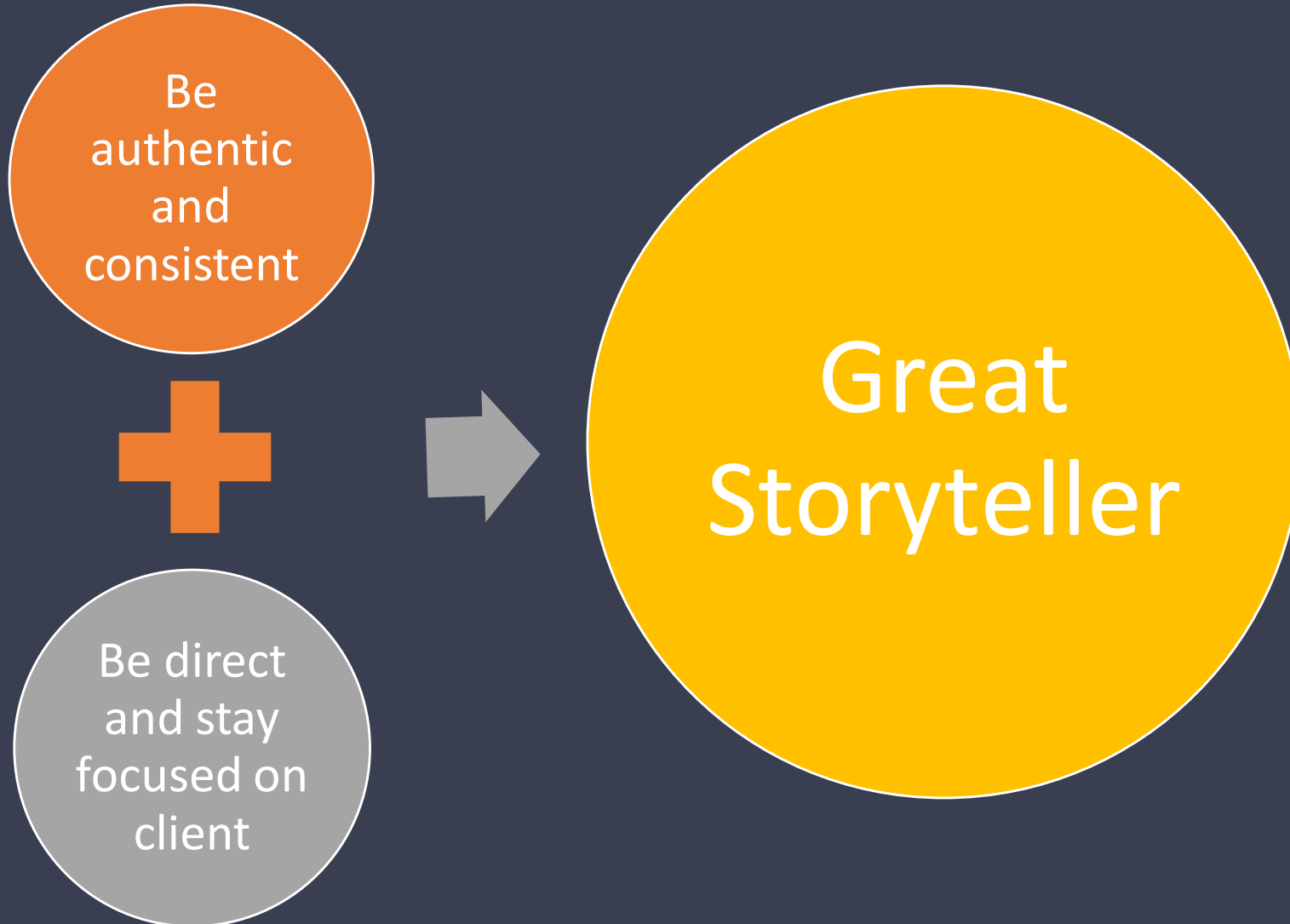
Do not stop at identifying your clients biggest problem. Dig below the surface and pay attention to:

What you hear

What you read

What they
show you

Tell a Great Story



Visibly Demonstrate Your Expertise

Videos

- Videos

Webinars

- Webinars

Workshops

- Workshops

How To
Articles

- How-To Articles

Tweaking Your Content



Insert natural-feeling links and calls to action in your content.

Include social sharing buttons and calls to action with these social sharing buttons, when allowed.

Identify your mission and write a mission statement.

Be Transparent and Honest

Make certain that you are honest and clear about the following:

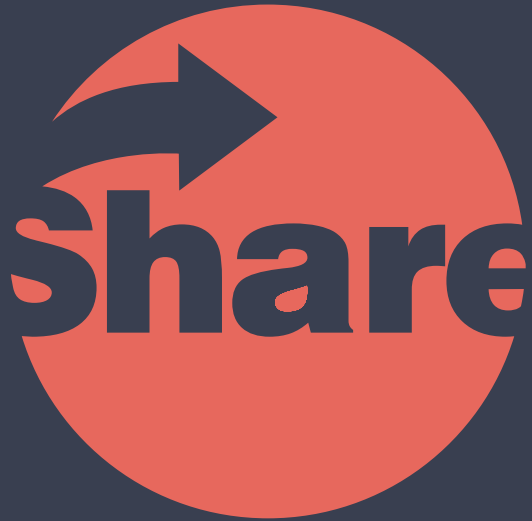
- What you stand for
- What clients or customers can count on you to provide
- What you can help them with
- What you will - and won't - do

Create Reassurance

Create reassurance in your credibility by:

- ❖ 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.
- ❖ Delivering exactly what you promised.
- ❖ Be highly selective with relatable bonuses that you include with offers and make sure they directly enhance your product or service package.

Make It Easy



- ❑ Place a “Tell others about this product” call to action over your share buttons
- ❑ Including calls to action to recommend you as part of your literature and presentations
- ❑ Including calls to action to recommend you as part of your website
- ❑ Include a “Praise” or “Testimonials” section as part of my website’s main menu

Customer Service Commitment

You need to commit to ensuring that your customer service will consistently provide:

- ❖ Easy access to your site
- ❖ Help clients or customers to find information they need quickly
- ❖ Easy contact and customer service options
- ❖ Details on what to expect in contact (and when to expect results) should they need customer service issues resolved



Customer Service Decisions

Decide on one or more of the following customer service options:



- ❖ Taking care of all customer service requests yourself
- ❖ Outsourcing it to a specialist assistant
- ❖ Use Help Desk services or software
- ❖ Include a FAQ page to answer common questions