

UNSHAKEABLE CREDIBILITY



WORKBOOK

A PERSONAL INVITATION!

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1

Magnetize

Every business person must have the ability to persist until they prosper by training the right mindset...

2

Monetize

Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3

Methodize

After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

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Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

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Unshakeable Credibility

How to Stand Out as an Expert in Your Field

This workbook, used with the Textbook and the other materials provided, will walk you through how to show credibility on your website, social media and live events.

Use the lines and open spaces to document your responses.

Your Mission

What I am passionate about in my business?

What do I want to be known for?

Your Credentials

- Degrees:
- Certificates/Certification:
- Accreditation:
- Licenses:
- Other:

My Organizations/Memberships I belong to

List professional groups you are a part of:

Do I have their icons or logos on website and profiles?

How much experience I have in my field

This is not just your current experience: think about jobs you have had related to this question and include that time here.

What level did I attain?

Are there additional qualifications I need to acquire to be considered 'complete'?

My ideal client/customer is at what level?

- Entry level
- Some experience – want more
- Experienced
- Advanced
- Other

What does my ideal client need the most?

Consider what your client's overwhelming need or problem is.

Where do they feel stuck or frustrated?

What is my best solution?

- Why?
- What proven results can I share?
- What specific goal can I assist my client to achieve?

Know My Competition

- What do they offer for my ideal client/customer?
- What is their greatest offer to my audience?

- What is their best program/product that my client needs?
- What result do their clients have – see testimonials to get an idea of what their client experience?
- What are they raving (happy) about?
- What are they unsatisfied about?

Know My Client

- What is the feedback my clients give me?
- What is the question most frequently asked?
- Can I create a product for those needs?
- Describe who my ideal client is and how will they respond to these questions:
 - "I need _____"
 - "My immediate problem is _____"
 - "I look for an expert who _____"

Do I have a video series that they can relate to?

Client Relationship

- How do I relate to a problem/challenge my client is experiencing right now?

- What are the services, products and benefits I provide that will help my client right now and why?

My Website

- Does the message I convey on my website align with my client's needs? Example – assure the client that I am able to meet their needs).
- Am I communicating what my client seeks as the solution to their problem?
- Do I provide a vehicle for feedback?
- Do I provide a way for my client to reach me from my website?
- Are my calls to action attention grabbing?
 - At the right moment
 - Resource boxes
 - In my blog
 - Sign-up or Opt-in boxes
 - Visuals

Strategic Digital Marketing Plan

I have the following:

Social media Pages

- LinkedIn
- Facebook
- Google+
- YouTube
- Pinterest
- Other _____

Advertising

- Facebook
- EZine
- Google AdSense
- TV
- Radio
- Other _____

- Affiliate contests and promotion

- Affiliate site resources
- Email campaigns
- Local promotions

Content Marketing

- Do I have an up to date website?
 - I have a blog
 - I have my social media platform in place
 - I contact my audience via email or newsletters
- Trends and Changes – do I?
 - Check local or federal government bulletins, departments and requirements
 - Follow authority blogs
 - Follow key trade magazines related to my industry
 - Follow major industry influencers

Customer Service

I provide the following:

- Help desk

- FAQ area on my website
- Facebook Page
- Dedicated Customer Service Team
- Manage myself
- Third party network

Processes

- Deliver programs and products which will help my ideal client
- Maintain integrity – with consistency
- Create and test Client Journey
- Opt-in Process
- Intake Kit
- Sales page
- Sales Funnel
- Email Marketing
- Newsletters

Keep all profiles and website up to date.

Clear follow up plan.

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