

Trust And Authority

Long term

- After each year include how many years i've been copywriting
- After every project, post the results on my social media platforms as testimonials for future clients to see.
- Have a work with me link. That takes clients to a landing pages With all the copy I have done. SHOW and Tell

Short Term

- Deliver work before or on time.
- Do Background research on potential clients, and have conversations related to their interests and hobbies
- Give out changes or suggestions they can make to their current copy and reasons why. (To people that aren't clients yet)

Trust and Authority Strategies used by Top Players in photography.

- Before and after pictures
- Tons of picture that prove they are capable of service delivery
- Usage of words like, Expert, professional
- Awards that have won
- Testimonials from previous clients
- Picture with celebrities and politicians
- Display of equipment and services they provide

Trust and Authority Boosting strategies

- **Include pictures of their previous work.**
- **Make a claim or promise and put picture of the dream outcome**
- **Add testimonial from previous clients**
- **Create a landing page with all the projects my client has done.**
- **Offer guarantee**