

Establish Trust And Authority

MISSION

ESTABLISH TRUST

- Brainstorm both long term and short term strategies YOU can use to boost your trust and authority with current and future clients
- Review top players in your niche and identify trust and authority strategies they use
- List out as many trust and authority boosting strategies you can use to help improve your client's position
- Share everything in #business 101 chat

1. Brainstorming both long and short term strategies to boost my trust and authority with my current and future clients.
 - a. For my current client(Gym center owner with 100 instagram followers)
 - i. Stay confident .
 - ii. Make believable claims.
 - iii. Stay calm.
 - iv. Not to be too eager.
 - v. Understand his current situation.
 - vi. Telling him about his weaknesses.
 - vii. Description about the process:
 1. Suggest making reels and grow organically for 3 weeks.

2. If in between these 3 weeks, his insta grows rapidly, will build him a sales funnel to get him clients.

b. For my future clients:

- i. Grow my instagram handle for social proof.
- ii. Get my current client's testimonial.
- iii. Build a great healthy physique.
- iv. Stay confident .
- v. No over-promising.
- vi. Understanding him and his current situation.
- vii. Suggest believable claims with proof.
- viii. Not being too eager.
- ix. Keeping a non-needy attitude.
- x. Showing them the results they want that I have already created by working with some clients .
- xi. Discussing the plans and ideas to get them the results they want.

2. Listing out trust and authority boosting strategies for my client(Gym center owner)

- a. Him and gym trainers having a great physique
- b. Well maintained gym equipments
- c. Some testimonials
- d. Healthy and good environment of gym
- e. Proper training and diet plans
- f. Flexible gym time
- g. Well maintained Instagram page
- h. Well developed website
- i. Affordable gym membership
- j. Having a great sales funnel
- k. Having not much crowd in one time or having enough equipments so that the members don;t have to wait in a line