

Mission #13

Long term strategies I can use to boost my trust and authority with my current client:

1. Build a Strong Online Presence: By staying active online and being authentic, responsive, and informative, I'll continue to build a loyal client base and strengthen my reputation as a trustworthy and skilled professional in my field.
 - a. Regularly post updates about my projects, fun tips, and even some personal stuff.
 - b. Ask happy clients to leave me a review, and I'll make sure I reply to all of them. To let them know that I care.
 - c. Be consistent with my posting, whether that's a few times a week or once a day.
2. Over Deliver on Value:
 - a. Go beyond their expectations by consistently providing high quality work and insights that help them improve their business.
 - b. Offering services that go beyond my original scope without additional cost, especially when they're relevant and beneficial.

Top players in my niche uses these type of strategies to boost their Authority and trust:

1. **Granite Transformations**, known for its efficient countertop and backsplash resurfacing solutions, has built authority and trust through several key strategies
 - a. **Quick Installations:** They promote their unique ability to install countertops and backsplashes over existing surfaces, which reduces both installation time and disruption. This not only attracts clients looking for fast remodeling solutions but also positions them as a brand that values client convenience.
 - b. **Detailed Competitor Analysis:** Many clients benefit from knowing how they compare to competitors. Provide a concise report that highlights competitors' strengths and weaknesses, what they're doing differently, and opportunities for your client to stand out. Include examples of specific strategies competitors use, such as social media approaches or ad campaigns, and explain how these could be adapted for your client.
 - c. **Partnering with Reputable Brands and Certifications:** They often highlight partnerships with reputable suppliers and industry certifications to

reinforce the quality of their products and processes. Being associated with trusted brands and certifications boosts their perceived authority.

A list of strategies my client can use to boost trust and authority:

1. Showcase Quality Through Visual Proof
2. Leverage Client Reviews and Testimonials
3. Offer Transparent and Detailed Consultations
4. Highlight Warranties and Guarantees
5. Build Authority Through Content Marketing
6. Establish a Strong Local Presence