

## 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

**Short term:** A short-term strategy that I might use is a free consultation, as it shows the client that i am willing to potentially sacrifice my time for no return in order to help my client succeed, leading to an increase in trust.

Another one is transparency in communication, as being disingenuous is a huge red flag that can turn your client off. Being transparent and honest will lead to my client being more comfortable in working with me.

Initial testimonials: I plan on getting out a few quick testimonials from clients, and eventually moving onto clients with a bigger purse.

### **Long term:**

Consistent results: My long-term plan is to consistently overdeliver to satisfy my clients beyond belief to stand out from the competition.

Networking and referrals: Developing a vast network of fellow copywriters and potential clients is a huge component of my long-term plan in order to have access to opportunities.

Trust/authority strategy :

- Fast response time to clients
- Fast shipping
- Accuracy in item description
- Reasonable shipping cost
- Lifelong rock fan (went to many concerts in their youth)

3. Since my client has good reviews and testimonials i believe a lot of work has been done, however, there is still room for improvement as one thing I think is lacking is the description of the store page. I believe that once they convey more passion and authority, they will be able to reel in even more customers.

-Social media presence will surely help my client as the only line of communication the customer has with my client is through eBay.

-Discounts for returning sellers is also another strategy my client could use to build trust and build a more steady stream of income