



# Are your products and services credible enough for people to buy more and more from you?

The skills and deeds of the cartoon characters from the movie 'The Incredibles' are beyond belief, in the real world.

Because they're cartoon characters we suspend belief and enjoy the movie.

But in real life, buyers of your products and services will never suspend belief. To spend their hard-earned-money they need to believe in you, your business and your goods and services.

You have to be seen as credible.

And the larger the purchase price for your goods and services the more trust and credibility you'll need in the hearts and minds of your customers.

You have to be deadly serious about your credibility or people will not buy from you.

## In a nutshell

More credibility means more trust, more trust means more buyers buying more from you.

## Credibility builds a £9 billion business...

The first passenger elevators had been installed in England in the 1830s.

Hemp ropes held the elevators up and would often break and kill passengers,



## ARE YOU SERIOUS !?!

making the cheapest flats those on the top floors of city buildings!

Then, at New York's first world's fair in 1853 Otis climbed in an elevator, ordered it raised high from the ground, then ordered the rope cut!

Otis achieved instant credibility for his invention when his elevator-brake brought the elevator to a standstill almost immediately.

Orders rolled in and then doubled every year for several years. You'll now be

## Here's a proven solution for you...

Choose from the 6 sources of credibility and build the credibility of your products and services. You'll then build your sales too.

protected by Otis elevators in the Eiffel Tower and the Petronas Twin Towers amongst many others.

Otis elevator revenues in 2017 were over £9billion!

## How serious are you about building your credibility?

Richard Davis was willing to be shot at – he was deadly serious!

Would you believe a pizza delivery man who says he can stop the front-line men and women in the police and the armed forces getting life-threatening bullet wounds?

Richard Davis was this pizza delivery man. Davis knew he had a credibility issue, so when he went to the armed forces to present his new 'bullet-proof' vest he asked the force he was visiting to provide a gun and some bullets.

Then he shot himself.  
At point blank range.

He was wearing his 'Second Chance' vest made of a new product called Kevlar – this was 1971.

On August 2nd 2005, 'Second Chance' the company was sold for £34 million.

Can you see the importance of credibility in Davis's story? If you want, you can watch Davis safely shoot himself – check out the downloadable tools from the back page of this report to see.

We'll see below that there are actually 6 sources of credibility you can put to work in your business.

## Beware – there's a 'Doubting Thomas' everywhere

It's easy to say you and your products are good or great. But...

*"Talk is cheap. Actions speak."*

It's because talk is cheap that your words won't be believed.

As Tom Wanek in his little-known but highly-valuable book 'Currencies That Buy Credibility' suggests:

*"Trust is a language that does not rely on words."*

Words just aren't enough to gain trust from your customers. So it pays (like it did for Otis and Davis) to put your money where your mouth is and invest in Wanek's suggested 6 sources of credibility.

## Investment is the key to increasing your credibility

You have to spend your time and/or your money to secure your credibility.

Can you see which 2 sources of credibility Otis and Davis invested in?

1. *Material wealth*
2. *Time and energy*
3. *Opportunity*
4. *Power and control*
5. *Reputation and prestige*
6. *Safety and well-being*

## Choose credibility to suit your customers...

With elevators and bullet-proof vests customers were risking their personal safety.

So, Davis and Otis invested *their personal safety* first to build credibility and trust, and ultimately build sales too. Davis and Otis also put their *reputation* on the line.

It pays for you to choose sources of credibility that are **relevant to your customers**.

We've already shown how credibility sources 5 and 6 worked for Otis and Davis, now for the other 4.

### 1. Material wealth

Because every purchase involves your customers' money, why not risk your money too? Material wealth is almost always relevant to your customers.

You'll see material wealth risked most frequently in guarantees. For example:



*"If you're disappointed in our product, return the product at any time for a full refund."*

Guarantees can be super-powerful (like The Incredibles!), which is why we have a 4-page report like this one dedicated exclusively to guarantees – get in touch and we'll happily share a copy with you.

### 2. Time and energy

*Patagonia* (the outdoor pursuits clothing company) have invested in creating an exhaustive array of information about their clothing, equipment and their environmental activism too. Visit their website and you'll see what we mean.

By investing such enormous amounts of time and energy to educate visitors about your products or services you too can build trust and confidence.

Why not invest more time in your web content? Lots of videos, FAQs, case studies and other high-value content demonstrates to buyers you too are serious, credible and trustworthy.

### 3. Opportunity

Trying to be all things to all people weakens the credibility of your message with the customers best suited to your business and your products/services.

Yes, it's tempting to sell something to everyone you can. But when you forego selling to everyone in your market you become more credible to the customer niche you ideally want to sell to (you're more invested in them).

*Patagonia* are only really interested in environmentally conscious customers. They 'pass' on the opportunity to actively sell to all outdoor pursuits people.

What opportunity can you walk away from to improve your focus and credibility with your chosen sector or niche?

### 4. Power and control

*Amazon* led the way when they passed over power and control of product reviews to their customers – this gives the reviews real credibility.

How could you sacrifice power and control?

*Google* repeatedly top the Fortune magazine's list of 100 Best Companies to Work For.

Look beyond the *Google's* pay and perks and you see *Google* go all out to nurture a fun and relaxed corporate culture – rather than a command and control culture. The financial results *Google* achieves is partly because they hand over control to their employees.

For example, *Google* employees are encouraged to take 20% of their time out of their core jobs to be creative and experimental. This handing over of control to employees has led to some of the company's most successful products (like Gmail and AdSense, which now accounts for about 25% of *Google's* total revenue).

Will your ideal customers appreciate you releasing control? (For example organising delivery to suit the customers' wishes and not your itinerary – also part of *Amazon's* offer).



