How Do I Get Credibility?

If you have no credibility, then it's quite hard to get people to buy from you. This is the problem 90% of the people out there have and why they fail forever.

People (customers) have problems they want solved. They buy from those they trust can solve those problems. As a marketer, your primary job is to get them to BELIEVE you can solve their problem well.

VERY WELL.

Social proof and credibility and authority is HUGE for making money online and most miss that mark. You are smart to ask this question.

Smart to realize this is a big deal, and it is a huge deal.

So...

Now that you realize this is a huge deal. Realize how important it is for you to TAP INTO it and use it to your advantage to earn money.

Here's what I mean...

You said I have a lot of credibility and it's easy for me to sell because of that. People buy from me easily because lots and lots of people out there say nice things about me and there's plenty of proof I know my stuff and help people solve problems (make money online).

Therefore, all you would have to do is...

Tell people...

"If you want to make a lot of money online, you should really check out this 7-figure marketer. This guy has changed people's lives for 10 years now and it's well documented all over the net how great this guy is. HECK, he changed MY life!! I'm pumped up and love that I can call him my trusted mentor. If you want him to be your mentor too, let me know and I'll connect you to him"

You then get people reaching out to you asking about this mystery guru.

You pass them on to me, and if they buy, you get commissions.

You just LEVERAGED my credibility to make yourself a ton of money.

Does the market feel you have a lot of credibility? Maybe not to coach them 1on1, or all that yourself, but they would trust you are someone on a mission, like they are, and that you have found someone (or something, a tool or a product or a course, or a mentor, etc) that is severely helping YOU.

Make sense?

Welcome to the power of affiliate marketing.

You can tap into other people's credibility to earn money, while building up your own credibility in the marketplace.

I'm not saying you have to promote me; I was just using that as an example, since you used it. You can literally find others out there who have already established credibility, social proof, or testimonials, etc. in your marketplace and promote their stuff as an affiliate to get the cash flow started. You can build up your own list of people who are targeted in your niche and then just be that good "messenger" or person on a mission.

For example, to pick a different niche:

You can pick a niche like "investing" and then go out there and find someone, or several people who have existing offers in the marketplace that are good, that you believe in, that have all the proof factors, where they have credibility already, and then promote their offers as an affiliate.

YOU, on your end, you capture leads by telling people you are like them. You are on a mission to find the best investments, best experts, cutting edge stuff, breaking news, etc. They view you as the guy who is obsessed, on a mission, doing the work, doing the research, saving them time, etc.

Nowhere are you saying you are some investing guru expert maven. However, you are the market like them and if you pick a niche you love, you will soon be an expert regardless if you like it or not. :)

AND, they will treat you like one and ask you tons of questions.

Key is to go all in and start focusing on helping people regardless of how big of a guru you are right now.

Next, to sell your own stuff as the expert, you'll have to manufacture credibility. Key Word: Manufacture.

That means interview people, make blog posts, do a podcast, do webinars, do workshops, create your own products and courses, share quality content and build up an audience. It does not take long at all. It can happen fast, in weeks.

But be the authority because people do not buy from folks they don’t trust, like or know.

Thanks!

Eric Louviere