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# 10 Hacks to Scale Your Business' Credibility

**Kickstart Your Business!**



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## Introduction

Do your customers blindly trust your business? Do they feel at home when they visit your website/store to buy their required products?

Do they recommend your brand or store to their acquaintances without you asking for promotions?

If not, it's high time to build up the credibility of your business.



People upon visiting the brand's website or store make a quick judgment if the shop/e-shop is credible or not.

No matter what your offer is, the first thing is business credibility.

Customers trust and stay connected with the companies that show up to be credible enough for them.

At this point, let us first tell you what this credibility is and why it is necessary.

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## Business Credibility

Credibility, in simple terms, translates to authority and confidence. The confidence of your customers in your business is called business credibility. And your standing in the current market.

If you have gained the confidence of your customers, you have unlocked the door to increased conversion rates.

If they trust you, they show good behavior towards your business which includes giving recommendations, testimonials, buying more, etc.

## Why Is Credibility Necessary?

In this era where social media has taken over, brands are getting digital and creating content 24/7 to gain customers' trust.

They feed content to their audience all the time and keep on building credibility. Because brands know people now take a few seconds to prefer one business over the other.

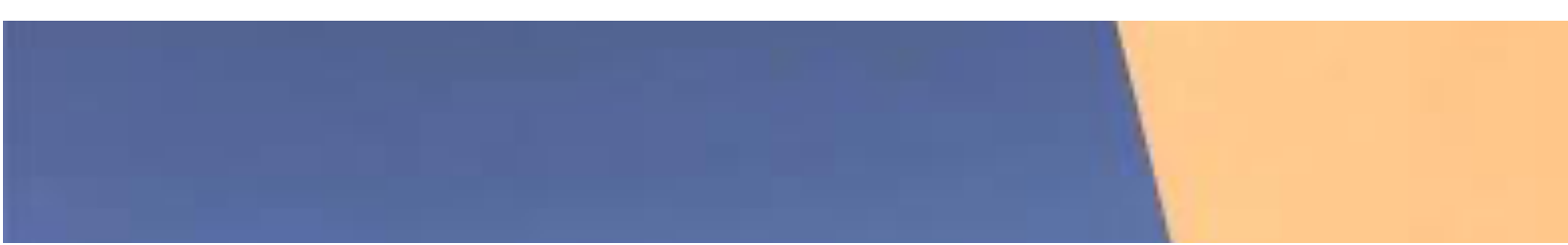
In such a scenario, making one's presence is challenging but worth it. These are the people whose confidence can make you bigger bucks and build your presence in the market.

Whether it is a small business or a renowned one, everybody has to build credibility so that your target audience trusts you and keeps coming back to you.

You must want to know how to build this credibility as a small business owner.

Right?

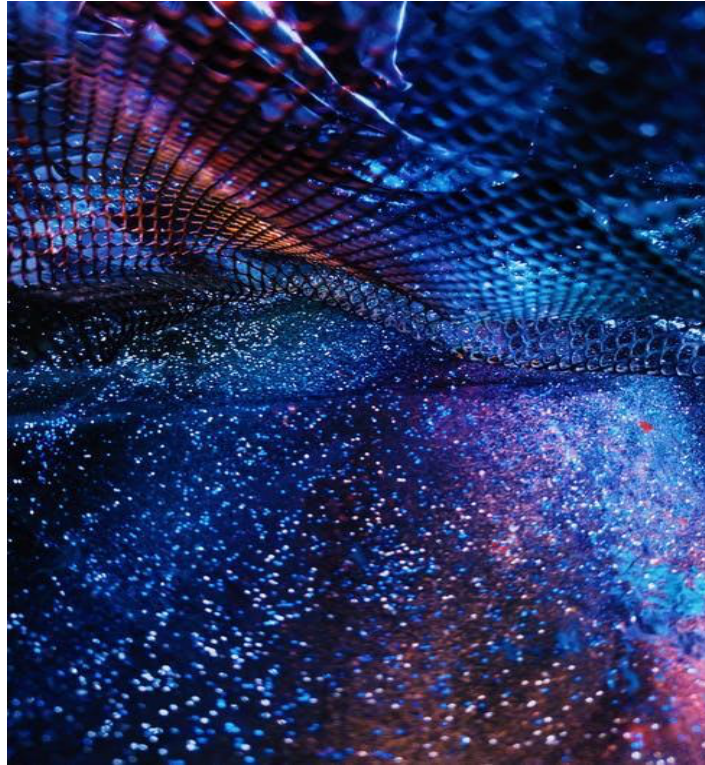
We have some real-time result-producing hacks to help boost your business's credibility. Continue reading to know about them.



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## 10 Hacks To Scale Your Business' Credibility

*Quick, result-oriented, and effective hacks to enrich your credibility.*



Customers have multiple options in the market. It's on you to impress your target audience and keep them committed to your products.

Following are the top 10 hacks that can help you build confidence with your customers and establish credibility.

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## 1. Conduct a Q/A Event

Event marketing is at its peak in this age. You get to engage your buyers and a greater audience. Engagement is always the key. When you know about a certain business, it automatically builds trust in the people.

So, when you conduct events with the audience and encourage them to ask questions, their skepticisms get cleared and they begin trusting you more. This is what builds credibility.



You also get a chance to acquaint and educate your audience about the products/services offered. And that ultimately has a good influence on customer retention and allegiance.

Small businesses struggling to build their credibility must go for this hack as it does wonders for the company.

### How?

By building a connection with the audience at a personal level.

So, if you are looking to make some worthy connections and get more links, build your business credibility by conducting Q/A sessions often.

### Where can you conduct events like these?

Though we recommend conducting physical events as they help connect with people at a more personal level, you can also go for apps such as Zoom etc.

Meetup.com is another credible option for conducting such events.

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If you are worried about the arrival of the people, we recommend you create ads for your event a week before it. Make them entice and persuading, so people do join for gaining value and answers to their concerns.

And lastly, when you are done with gathering the concerns of your target audience, make sure you address them clearly and provide solutions to their problems as well. This creates a win-win situation. People will come back to you again and again.

You can also create a list of questions and answer them after the event on your social media. The answers can be a long-form video on YouTube or step by step answers on your website or social media page.

## 2. Practice What You Preach

As told earlier, trust is the foundation of building good business credibility. If the trust of your customers is affected, you will never have promising credibility.

If you say one thing and execute something else, there will be no trust and consequently no credibility. Therefore, we advise you to practice what you preach.



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The first step to achieving that is to keep your statements clear and honest. That sets a good example for your employees/co-workers and customers who trust you and your small business.

Being crystal clear shows, you are credible and worth buying from. There is nothing that you are hiding from your customers, which is a big plus.

**Let's give you an example.**

If a person is an accountant, they should be as transparent as he could be to make themselves credible towards his co-workers. This will help them in the long run and offer them multiple benefits such as promotion and adequate stipends.

The same goes for businesses. If they are transparent towards their customers, there will be more conversions and growth as well.

Thus, what do we learn from this hack?

Two things:

1. Offer what you speak about.
2. Be crystal clear.

Following these two things can skyrocket the worth plus credibility of your business.

### **3. Be a Guest On a Podcast**

*Gain complimentary exposure by being a podcast guest!*

You must be wondering how being a guest on a podcast can help build your credibility.

Right?

But the truth is: it's a great way to gain exposure and connect with a new audience.

You might be asking why not start one's podcast. But being a guest is much more accessible and beneficial than starting one's own.





Being a guest is less costly and you can share your message with a greater number of people that includes the hosts, their audience, and your audience.

Once you are done with doing that podcast, your words can be broken down into different forms such as blogs, memes, quotes, social media posts, and audio clips. That again circulates within your audience and vouch for your credibility as your words can have significant pact on the mindsets of your consumers.

You can talk about your experiences, your struggles, your products etc. You can also talk about your previous client's, how they liked your services and how they motivated you to produce and serve the community more. Stories can also work. Tell them about your business story. This is how you will build a personal connection with your audience and gain their confidence. That ultimately will build more credibility. So, it would be safe to say that podcasting is gold for small business owners.

#### **4. Write a Guest Blog**

Guest blogging also helps to grow and gain more exposure. When you write in someone else's blog, you introduce your services with a new audience.



As a small business owner in the service sector, what you can do is find out the problems of your target audience and address them in your guest blog.

This way, people will look up to you whenever they need help with your products/services. Because they know you are the one who knows their pain point and can offer good products as well.

This way, a good trust foundation is made, and you gain increased conversation rates.

More credibility is vice versa to more conversion. So, we call it another hack for building good business credibility.

## **5. Write a How-To Guide Of Your Services**

Although you might be able to get your customer's attention by holding events and knowing about their views, one thing that will keep them engaged and give them a sense of acknowledgement will be the How-To guide about your most essential services.

Letting them in on the process and the workflow allows your business to be transparent and cut the loopholes where a customer might find themselves doubting their choice.



When the customer is aware of all the steps, the effort, the resources and the hard work put into offering these services, they start respecting the business and are eager to try it out themselves.

Not only this but for the mega minds for whom the process matters just as much as reaching the final goal, a how-to guide is the perfect catch.

They can get a better insight into the service and transfer this knowledge to their superiors or associates. It will give them a chance to satisfy themselves and, in the process, will satisfy you by being your client.

Moreover, in the long run, the customer is able to compare your services against any other vendor by straight-up throwing in facts.

They automatically feel entitled to defend your business because they themselves have chosen it, and getting a bad name is equivalent to them making a bad decision.

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## 6. Advertise Testimonials of Your Clients



People trust people's words. They prefer to listen to the ones who have already used the products. Therefore, reviews are the most important things.

And letting people tell you about their excellent experience with your products/services is the easiest way to build credibility of your business.

You must have good reviews from your customers that you are sleeping on.

Yes, because you are not showcasing them to build your credibility.

Use your customers' reviews' words to build your credibility. And ask for more reviews as well.

This will show the positive side of your business to the audience, and you can improve as well by the constructive criticism of the people.

However, the point here is to showcase the testimonials, let people know your services are worth it and help them trust you.

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## 7. Offer a How-To Steps on Call With Your Customers

*The easiest yet the worthy hack!*



When your customers call you, make sure you attend to them politely and answer their concerns in a detailed way.

We suggest explaining them step by step so they can understand you and leave the call happily.

This is the best way to make your customers happy and increase their credibility.

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## 8. Conduct Live Webinar Marketing

Live Webinar is an advanced tactic in marketing. Many companies underestimated this technique and considered it just an additional marketing strategy. But case studies have shown that webinars can increase conversion rate up to 30-40%.

You explain the complex parts of the products live or through on-demand videos. For example, if you design an e-product, a new software, or any web-solution. Just advertisement is not enough for your product to reach a wider audience especially those with the non-tech background. You have to give in-depth details to the customer about your product.



In the webinar you first introduce yourself., what is the name of your company and what do you do. After doing that, you can pitch your product here while sharing your valuable knowledge with the audience. This is a chance to make customers purchase your products.

It is the same as the real Q/A events where your customers after getting convinced, buy your products. For live webinars you can look for Facebook live stream options. Customers use this because it does not have complicated tabs.

You reach a specific audience through the live webinar marketing; thus, you make your audience your visitors and then customers. And with a complete email-marketing plan, you can make them your loyal customers.

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## 9. Be Accountable

Maintain open, proactive communication with your customers. It will keep them aware of the progress of your commitments. Be willing to state unequivocally that something must be done.

We've all heard stories of employees and supervisors who observe the same problem happening again and over but never report it.

If you expect other people to be accountable, you must care about the company and your employees. It is critical to have a direct influence on your capacity to meet your obligations. The clients will get annoyed if you consistently arrive late to meetings, stretch deadlines, and refuse to accept responsibility for your mistakes.



It is appreciated if you accept responsibility for your actions rather than claiming others. Finally, trust is built when team members continuously display ownership and accountability.

By the agreed-upon deadline, complete the duties that have been allocated to you. Take responsibility for your team's success.

Seek out your ways to help them when they need it. When scheduling meetings, show up prepared and on time to demonstrate respect for everyone else's time (and expect that others do too).



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## 10. Feedback & Follow Up

You always must create a win-win situation when you are having a sales conversation. The client requires your services, and you require the revenue. As a result, there's no need to feel bad about following up.

Intelligent follow-ups at the right moments may have a significant influence on your potential clients. It will help you keep at the forefront of their brains while they compare service providers.



Ensure that you contact the customer the same day as your initial encounter. A simple thank you note that contains the meeting minutes is enough for this purpose. Essential action items and their estimated time frames work incredibly well.

It isn't always necessary to follow up on sales leads. In fact, rather than completing the business, the focus of most of your early encounters should be on resolving the client's difficulties and satisfying their needs.

You may accomplish this by providing extra advice on how to fix the prospect's difficulties effectively. Forget about your product and instead focus on delivering solutions that will have an immediate impact. Send them research papers, eBook links, or other information that will help them better comprehend the problem.

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## Conclusion

That's it, folks, the 10 hacks that any business can latch it to their customer's speed-dial list. If seen from afar, a great emphasis in this book has been on interaction with your potential customers. Getting to know their preferences, talking about your business on social media, or even giving them a peek of your service all end up pushing your customer to trust your brand.

We see that the biggest of the brands have the most detailed videos, have the greatest number of brand ambassadors or, like KFC allowing customers to tour their kitchens, let their customers have a feeling of what it takes to bring the final product to your doorstep.

These initiatives allow your brand to create a good name for itself by being transparent and having nothing to hide. When a client is aware of the ins and outs of the business, they automatically feel attracted towards business as it gives them a sense of ownership.

And when the owners/directors are adamant on hearing the views of the public, they also feel respected, and it works against other brands that have little to no client engagement.

We live in a competitive world where just providing the best is not enough; it needs to be shown that what you're offering is the best, and with this guide, you get the complete package that pushes you to push your business to its zenith.

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