

Convincing Others

Convincing others that you can do what you are promising - this takes **internal confidence** even more than it needs external pieces like business cards and a business name. With a service, credibility is the most important thing. But, it is harder to create as there is nothing tangible to support you.



How do you become more confident? There are a few different ways to do this:

Fake it until you make it. Practice saying what you plan on doing until you sound extremely confident. Go pitch it to a prospective client.

Give it away at first. If you are unsure if you can sell something, give it away at first. Then ask customers how much they'd be willing to pay for your product or service.

Introductory pricing. This is great if you already know how much you want to charge in the long run. Discount the price to something that converts customers easily, while maintaining the value of your brand. The morale of the story: true confidence comes from actually delivering. So once you get sales, you get confidence. The challenge: you need confidence to get sales.

TIP: Don't forget to ask for testimonials and references.

Business Solver Modules:

- ❖ Credibility
- ❖ 30-Second Pitch
- ❖ Use the Marketing Solver tool