

HOW TO BUILD KNOW, LIKE AND TRUST INTO YOUR MARKETING

COMPLIED BY RANDY BIGGS

How to Build Know, Like and Trust into Your Marketing

“I’m sick and tired of hearing about ‘Know, Like and Trust.’ I don’t get it. Exactly HOW am I supposed to get people on the internet to know me, like me and trust me?”

I understand the frustration of this new marketer. It’s so easy for marketing teachers to tell you to build Know, Like and Trust into your marketing. But how often do they tell you exactly HOW to do it?

1: How to Become Known

Build your personal or business brand and infuse it in everything that you do.

To do this, determine who your ideal customer is. Create an avatar of that person so that you know exactly who you are speaking to.

Next, build your brand to suit that ideal client. You are the ideal information provider or service provider for this ideal customer.

Finally, stay consistent to your customer avatar and your brand. Your goal is to become known as THE expert or THE go-to person for your exact audience.

This will make you known on a professional level, but you can do better.

Instead of people just knowing about you or knowing *of* you, how about if they KNOW YOU?

To achieve this, you’ll want to share some personal stuff. Real stuff. Maybe even painful stuff. Mistakes. Dumb moves. Naïve stunts gone bad.

And share the good stuff. ‘Your beautiful, noisy, messy kids have watched Little Mermaid 143 times and you’ve evacuated the house to write your readers this email’ kind of thing.

Strong relationships are deep relationships. Years ago I shared a few personal details with customers about how I was working late into the night, getting up late and my general routine.

To my surprise for weeks afterwards people were commenting back to me about these things because they could relate. That’s when I learned the power of sharing my life with my readers. When I do, I’m not just a wooden puppet, I’m a ‘real boy,’ to paraphrase Pinocchio.

From there I was able to go deeper, speaking about my fears, my stumbles and my comebacks. The more I shared, the more people knew me, and the more they liked me.

2: How to Be Liked

Mind you, not everyone will like you. That’s okay because you only want your avatar to like you. Think of anyone – ANYONE – in history, real or mythical, and there is someone who doesn’t like them. Once you stop trying to get everyone to like you, it is much easier to relax, be yourself and better relate to your ideal customer.

Make a list of every place your avatar commonly hangs out online and make it a point to be there, whether that's on social media, guest blogging, guest podcasting, advertising to your audience on Facebook and so forth.

Go where your audience is and make yourself known in a nice, helpful, non-obnoxious manner by posting content your ideal client enjoys reading or watching.

Make your content relevant, genuine and personal.

Infuse your own personality into it and speak directly to your avatar of one.

If you can, do live events where people can interact with you directly and ask you questions.

Use an engaging picture of yourself.

Tell your own story in a captivating way.

Be nice. Be real. Be authentic.

Be you - or if necessary, be a better version of you.

3: How to Become Trusted

Repeat steps 1 and 2 consistently.

Promote only products that you believe in.

Promote only ideas and people you believe in.

If you make a mistake, say so.

Use real testimonials from real people.

Share stories of how you've helped others to achieve results.

Be transparent and genuine – not fake.

Give people the whole truth, even when it's not in your best interest to do so.

If you are similar to your avatar, by all means point this out. People like and trust people who remind them of themselves.

Think of the people you trust and emulate them.

If you get a complaint about your product or service, take 30 minutes to walk around the block to completely calm down and THEN write your answer. Do not get into an argument – even if you win, you will lose.

Make your customers feel safe. Offer a no-questions money-back guarantee.

Be accessible. Place your contact details on every page of your website in the sidebar or footer.

Give away some of your best stuff.

Don't disappoint. Don't lie. Don't stretch the truth.

Be consistently good. Or great.

Wow, that sounds like a lot of work, doesn't it?

Maybe it is. Or maybe it just boils down to...

- being yourself
- being seen, helpful and accessible
- targeting your ideal prospects
- and doing your best to make them happy.

Here's what to do next:

OK you've downloaded this report, you've read about ***How To Build Know, Like, And Trust Into Your Marketing***, and you know I have a few more ideas that I'd like to share with you to get your internet business going and growing.

Most people who are serious about growing their business take a look at Joining **Randy's Income Today, Tomorrow, For Life Community** – it's a private Facebook group where you can rub shoulders with other like minded individuals, share information, and maybe learn a thing or two. Click the link here and ask to join: <https://www.facebook.com/groups/2149591101994717/>

And connect with me on Facebook and YouTube, or send me an email.

I'm here to help you start and grow your business online.

My goal is to help entrepreneur's and small business owners:

- uncover your life's purpose,
- teach you how to build a business around your life's purpose,
- help you get paid,
- so that you make an impact in the world.



Talk to you soon,
Randy "RW" Biggs
randy@rwbiggs.com



Subscribe

Subscribe to us on YouTube

<http://www.youtube.com/c/RWBiggsdotcom>



Join us on
Facebook

Follow me on Facebook

<https://www.facebook.com/RandysInternetMarketing>



Join Our Group
on Facebook

Join Randy's Income Today, Tomorrow, For Life Private Community on Facebook!

<https://www.facebook.com/groups/2149591101994717/>

Here's A Quick Way To Solve Your Social Media Content Problem

Here's Ready To Publish Content - 100 Done For You Social Media Videos

Don't Just Sit There!

Put Your Social Media Content On Autopilot For The Next 100 Days.

Build Your Following And Promote Your Brand With Motivational Videos

Welcome to a very special offer, where you can get instant access to 100 DFY ready to publish videos covering 5 hot topics.

Video is one of the highest impact content formats when it comes to engagement and effectiveness.

The videos vary from about 42 seconds to about 3 minutes in length, the perfect length for social media, all in mp4 format.

Keep in mind that people's attention span are limited these days because of all the content vying for their attention...and some of the most effective content are videos that you can share on YouTube, Facebook, Instagram, and other social media platforms are shorter in length. So these videos are perfect for brand building and short shares.



**Yes Randy,
Show Me!**

When you're ready, here are a few other ways I can help you...

1. Follow me on my Facebook page:
<https://www.facebook.com/RandysInternetMarketing/>
2. Subscribe to my YouTube channel:
<http://www.youtube.com/c/RWBiggsdotcom>
3. If you haven't already, Join **Randy's Income Today, Tomorrow, For Life Community** – it's a private Facebook group where you can rub shoulders with other like minded individuals, share information, and maybe learn a thing or two. Click the link here and ask to join:
<https://www.facebook.com/groups/2149591101994717/>
4. Work directly with me via **Randy's Digital Impact Email Coaching**. It's 30 days of coaching via email. You can get more information here:
<https://digital-impact-masterclass.usefedora.com/p/andy-s-digital-impact-email-coaching>
5. Join **Randy's Digital Impact InnerCircle** monthly group coaching program. You join in during the weekly call, ask questions and get answers. Find out more information here:
<https://digital-impact-masterclass.usefedora.com/p/digital-impact-innercircle>
6. Become a member of **Randy's Digital Impact – Foundation – The 5 Laws Of Business** monthly membership. It's a membership site chocked full of information you need to start and grow your business. Click the link below and discover more:
<https://digital-impact-masterclass.usefedora.com/p/foundation-the-5-laws-of-business>
7. **Randy's Digital Impact One-on-One Coaching Program**. (ask me!)
8. **Randy's Digital Impact Success Program** (ask me!)

Terms and Conditions

LEGAL NOTICE

The Publisher has attempted to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, **there are no guarantees of income made**. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting, or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance fields.

You are encouraged to print this book for easy reading.

Your Rights With This E book:

YES you have personal use rights.

NO you may sell this E book.

YES you may give this E book away for free.

NO you may change or edit any information in this E book.

<https://www.rwbiggs.com>



Randy "RW" Biggs