

IN THIS BOOK: Nowadays buyers are becoming increasingly skeptical. Maybe it has to do with the internet and the high-tech scams being played on innocent people every day. Maybe it has to do with the speed at which we're moving and the fact that trust cannot be built at this high of a pace. Or, maybe it has to do with the fact that we're all getting used to our fast-paced, tech-laden world and we're getting smarter, more experienced, and therefore more savvy. Whatever the case may be, buyers ARE more savvy and more skeptical than ever. So, the question now becomes: How do we build trust in today's un-trusting world? That's exactly what we cover in this book....how to build TRUST & CONFIDENCE through creating content that positions you as the authority. In these pages you'll discover: • What Types of Content You Can Create...How to Format Your Content to Position You as an Authority, and How to Create Meaningful, Relevant Content Now and Forever! • 3 Trust & Confidence Boosting Questions to Crush It in Your Copywriting Efforts • A Free, Ninja-Like Trick that Will Allow You to Tweet at the Exact Moment Your Twitter Followers Are Reading Their Tweets • And More - Including 6 Additional Chapters on How Creating Content Can Help You Build Trust with Your Audience Faster Than Any Other Method! **IN THIS SERIES:** The Successful Marketing Methods Series is a book series that focuses on helping you position yourself as an authority in your field and write compelling marketing messages to grow your business and catapult your profits. Each and every month, Becky Auer & Weston Lyon conduct a two-and-a-half meeting on direct response marketing tactics and strategies for their members and guests. This book is one of their meetings flushed out in print, so you can read about each important concept, tactic, and strategy covered. Enjoy this book and any other Successful Marketing Methods Series book today for less than the cost of going to grab a cup of coffee with a business associate.

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