

# Building Your Credibility & Reputation

Everything you do and say affects your credibility and your reputation. Everyone you talk to (or about) contributes to your overall "brand", or your market's perception of you. And of course, everyone who talks to (or about) you lends toward your reputation too.

As outlined in the [Objectives Worksheet](#), you want to **position yourself in your market strategically**.

This includes specific targeting such as how you want to be known, what you want to be known for, etc.



This is why it's so important to have niche-specific social media channels, with super targeted connections, for your niche site. Your site content, your bios/profiles around the web, your ***focused message to a specific market*** - all contribute to your credibility and reputation as you work toward becoming a voice or an authority in your niche.

Your next step is to build on the foundation you've created so far through strategic associations & connections that are in line with your objectives and your message.

**Even if it *feels like* you're talking to yourself** when you publish content or update your social media channels, it's important to have quality content there. Otherwise, how will people be able to make a decision about following you or connecting with you? In this case, *the cart comes before the horse\** - and it needs to be filled with relevant, interesting information in order for things to get moving.

Imagine if you met a really interesting person and they handed you their business card. When you call the number, there is dead silence and then a beep. When you visit their website, it's a blank page. You'd likely toss the card and say "oh well." Right?

Keep that in mind as you're getting your new niche site off the ground and your traffic numbers are low, or you have very few (if any) followers on your social channels. Your goal right now is to build your credibility, to create a reputation for yourself in your niche, which requires a foundation of interesting, engaging high quality content.

That said, you can speed up the process and **fast-track** your growth by *leveraging* what's already out there on the web... and I'll show you exactly how to do that. :-)

# Using Leverage To Fast-Track Your Site Growth

When you start looking at Market Leaders in your niche - including bloggers, podcasters, authors, merchants, brands, etc - you'll see they already have a large active following.

**This may seem disheartening at first.** *How can you compete with that??*

Keep in mind though that they started at square one too. Before they became popular or well known, they first had to set up a brand new Twitter account or Facebook Page and start with a blank slate and zero followers and just... *grow*. If they can do it, so can you!

Sure, they may have used paid advertising to grow their business & following, or maybe they already had recognition or a reputation that helped them get off the ground faster. That's okay though, *and it's a GOOD thing even*, because you can benefit from the time (and the trial & error, and even the money) they've already invested in your market.

**Instead of looking at them as competition, or *trying to compete with them*, you can simply leverage their hard work and success... to your advantage. :-)**

<sup>2</sup>leverage *transitive verb*

: to use (something valuable) to achieve a desired result

In this case, the "something valuable" will be Market Leaders and popular resources in your niche that are *already in front of your market*.

At this point in the process of building your site and online business, you're probably thinking: **I need more traffic**. However, it's much easier to just go "where they are" than it is to constantly try to get traffic back to your site.

Your market is already online, and they're already reading and engaging and subscribing and buying. You just have to figure out "where they are" - and then get in front of them there, or join them there. It's that simple. And much easier than "*getting traffic*". ;-)

This is where "Leverage" comes in to play, and can really work to your advantage. What may look like competition at first glance... is actually a goldmine of opportunity! It's the fastest, easiest way to grow your business. It boils down to this:

**Leverage = Figure Out Where You Can Add Value**

# Networking Strategically - And Consistently

You have a targeted message, great content, attention-getting angles, interesting updates, and you're ready & willing to "serve your market" and earn a good reputation in your niche. *It's time to take action!* Before you get totally sucked in to all the great conversations though, keep in mind that you need to continue publishing quality content on a regular basis... TOO. Especially if you want to make the most of your exposure.

You should set aside a specific amount of time for your "networking tasks" such as 20 minutes a day. Otherwise you could easily spend hours on end at it. It's more important to be consistent so you quickly become a regular "face" across various sites/groups in your niche. See my [video on productivity](#) and my [post on micro-tasking](#) for tips on this.

**Below are specific tips & tasks to get you started.** Keep in mind that *your goal is NOT to get traffic*, it's simply to *become known*. Use networking to gain exposure and build credibility, and let your profiles and content do your "marketing" for you.

- Interact regularly with brands, bloggers, authors and other Market Leaders in your niche via Social Media. Tag them, share their updates, respond to them, etc.
- Does your market watch certain TV shows? If those shows have Twitter Hashtags (usually shown on the screen) you can interact with your market live during the show! [Twitter Parties](#) (topical, organized chats) are a great source for engagement as well.
- Do a search on Google for your base keyword and include words like "group, forum, community, challenge, chat, party" to find active groups within your niche - in addition to those you find by searching on specific social networks. Join or register, set up a detailed profile with photo & description, and start getting involved.
- Do a search on Google to find places actively seeking contributors or content. Type in your base word (ex: low carb) and include a modifier such as: "submit, contribute, add article, guest post, request, interview, share" etc. You'll be amazed at the variety of opportunities you can find with these searches!
- You'll find interesting media exposure opportunities by following the Twitter hashtag [#JournoRequest](#) as well as [#PRrequest](#) - Keep an eye on these! ;-)
- Search Google for your base keyword + "media appearances" (or similar phrases) to find where others in your niche have been featured. -[example one](#) -[example two](#)