

# 10 Credibility Busters Costing You Business, To-day!

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Do you have any of these problems? Check each that applies to you.

- Negative reviews
- Old accounts, either personal or professional, which are not accurate, up to date, inactive or lacking engagement.
- @freemailserviceaccounts-Reality check, you do not work for Google, AOL, Yahoo, or any other @freedomain, you work for @yournameisawesome.com
- Bad contact page with no real way to contact you, now. Just a contact form can be very frustrating; what are you trying to hide and why don't you want to talk to your prospects?
- Nothing to actually offer! Only channeling WIIFM (what's in it for me) Not providing any value to your audience.
- Inconsistency-selling too much, not being regular in action, aka, not consistently emailing if you are sending list emails OR not doing ANYTHING else you are doing, consistently.
- Bad website or no web presence. Are you ACTUALLY in business?? Why can't I find you? That is what your prospects will think.
- Incomplete social media profiles or website. Are you SERIOUS about your business?
- No obvious or demonstrated experience, no infamy at all. You need social proof for instant credibility.
- Indirect messaging that is not directed to specific audience. It's generic or canned messages and you are not aware of the true and actual needs of your clients. You have to solve THEIR problem.

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If you have checked *any* of these boxes—Email me right now for a complimentary 15 minute Review & Strategy session.

