
Credible Consulting

How to build a credible
consulting website

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Introduction

Since building my first business in 2006, I've done my fair share of high value consulting at \$1000/hr and beyond.

Along the way I've learned a few key tricks that has made everything easier.

One of these tricks is to have a credible website that stands out from the crowd.

I'm not talking a flashy website. I'm talking a clean, polished, and CREDIBLE website.

To help you on your journey as a consultant, I've compiled this simple guide to building a credible consulting website.

It's designed to give you a brief overview of what your website absolutely must have to appear as credible as possible.

Whether you are a seasoned freelancer/consultant or a newbie, I think you'll find this guide a useful tool in your arsenal.

-Nick Reese
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Context:

Context is where you give the basic information about what you do to the people visiting your website.

To effectively set context I recommend at a minimum, you include these 4 elements:

- Who you are
- What you do
- The type of results you get
- Why you do what you do.

Most people tend to overlook their “Why.”

If you are interested in understand how you can use your “why” to effectively position yourself. Watch this outstanding TED Talk by Simon Sinek.

You may also find my prior video on “Small Talk” useful for explaining exactly whom you serve so that small talk becomes business talk.

<http://www.nicholasreese.com/small-talk/>

Credibility:

Credibility is where you establish that you are someone that prospective clients can trust to solve their problems. Most businesses don't do a good job of establishing their credibility, so if you are just starting out spend time focusing on this.

According to BJ Fogg from Stanford University, credibility is made up of two key components.

- Perceived Trustworthiness
- Perceived Expertise

Both of these are consciously or subconsciously evaluated by the visitor.

Lucky for you, here are 7 tips you can use to establish instant credibility.

7 Tips to establish instant credibility.

As mentioned in the accompanying video, here are 7 tips to instantly increase your credibility.

1. Display expertise prominently
2. Make it easy to contact you.
3. Make it easy to verify your claims.
4. Show that you are a human.
5. Make your site easy to use and useful.
6. Avoid being overly promotional.
7. Avoid errors of all types.

Each of these 7 are verified by Stanford's Persuasive Technology Lab.

For the full report with 3 bonus tips check out:

http://www.mwi.com/about/white_papers/mwi_whitepaper_credibility.pdf

Capture (aka Lead Generation)

Capture is where you collect your visitor's contact information so you can begin a relationship with them either via email, phone, or in person.

This is the most valuable thing your website can do.

Make sure at minimum you have a contact form and your phone number.

If you're looking for a personalized way to collect client information, I'd recommend using a "free 30 minute consulting call" as a good way of attracting people into your business.

During your consulting call, you are going to want to look for a mutual fit between you and the prospective client.

Spend time qualifying the client to make sure they are a good fit for your business.

Higher qualified clients = better clients.

Advanced Capture Techniques

If you are a more seasoned freelancer and want an automated way of beginning a relationship with your visitors, I'd suggest using an auto responder.

Auto responders are effective ways to deliver educational content and other useful information.

The best part is that once you set them up, they continue to run for anyone who gives you their name and email address.

If you are interested in learning more about auto responders and want information about my upcoming course on building effective ones to grow your business visit:

<http://www.nicholasreese.com/exclusive/autoresponder-course/>

The 7 Step Sales Process

What has been presented throughout this guide is just the beginning of what I call the 7-step sales process.

This is the same process used in many Fortune 500 companies along with small but insanely profitable consultancies.

For a good outline of the full 7 step sales process that many very successful consultants use, read over and bookmark this guide:

<http://www.nicholasreese.com/unstuck/>

The above guide is designed to help you if you ever feel stuck. So make sure to book mark it.

Who is Nick Reese?

Nicholas Reese is an online marketing expert who offers actionable marketing and personal psychology advice.

Having promoted over 400 different campaigns as an affiliate marketer, Nick has a unique, results focused perspective on what it takes to drive traffic and generate leads.



Nicholas has built several successful businesses and is currently the CEO of Microbrand Media, a company specializing in building highly profitable web assets.

Nicholas has personally mentored over 100 entrepreneurs who have gone on to build businesses with more than \$100k in revenue.

Nick has also been invited to speak at the White House by the Obama administration on building a business in a tough economy.