

Called To Both 039 Transcript

When I started the brand authority series, I did so with the idea and belief that we can actually build our own brand authority and credibility and that there's a lot that we can do to be seen as more credible, and ultimately become a more in demand brand. Today's piece of the brand puzzle is actually social proof. I cannot wait to dig into this topic with you today and share with you how your influence and your brand can be built through the power of social proof and some ways that you can get social proof in your business and what to do with it once you get it.

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Hello, and welcome to the call to both podcast. I'm your host, Joy Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be this show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called spoke. Let's dive in.

So let's start from the very top with the question, what is social proof? What exactly does that mean? And why should we care to get any of it right? Now, I like to put it in these terms, you cannot be the only one singing your praises and saying hi, I'm trustworthy, you should hire me. And this is where social proof comes in and helps with brand authority. The purpose of social proof is to show your potential clients and customers that other people have trusted you and had good experiences with you and that you are credible, and thus makes it less of a risk for them to invest in you. So you're reducing the perceived risk of working with you. But you're also building into perception of reputation. And the level of being an in demand brand is being built as well. Social proof is actually a term that came from a book called influence that was published back in 1984, by author Robert Cialdini.

And it's essentially the idea that people look to the behaviors of others and attempt to know how to act in certain situations. So it's a psychological idea that can be applied to business. And essentially, it's like we're always looking around to see what are other people doing, right, this phenomenon is why when you are on a busy street at dinnertime, and you see a restaurant that has a huge line, you might assume that that restaurant is in demand and thus could have better food than the one across the street that has nobody in its line and nobody in the dining room during dinner time. You question what's going on at that restaurant? Why is there no one inside? Because all the signals outside of what other people are doing, are letting you know that there's something to be questioned here, right. And that

doesn't necessarily mean that the food is better at the busy one. And it's not as great as the one that's completely empty during dinnertime. But it's something our brains are naturally always looking to see what are other people doing. And this can be applied to your business marketing. When someone is making an evaluation of you and your business and deciding whether they want to do business with you, their minds are going through something that is almost like a little algorithm of trust. And when a stranger comes across your website or your brand, you want them to see social proof in this process, because it's really going to help build credibility towards your brand.

So a few different kinds of social proof that you can build and that you should have in mind going forward are client testimonials. So this is the user experience reviews in your business trusted by or featured by logos that you can feature on your website, industry awards or any kind of credibility that you can build as far as certifications, published articles where you're mentioned or even that you yourself have written past speaking engagements and endorsement by your peers. One example of the endorsements is over on LinkedIn, you can actually leave a review almost like an endorsement for someone, or have a past employer write you an endorsement as well.

The other thing I like about building social proof is that I think that all of these little elements of proof almost become like having a living, live resume of your work and your happy clients. And it's way more interesting to look at than an actual resume. And when you work in a creative service based industry, especially where you work in an online business, nobody is going to ask for your resume, but they do care to see some of your social proof. So that's just another cool side benefit to having some social proof to share. The other thing that's interesting is that when you run a creative business, or really a business of any kind, it can be a little hard to explain to people what you do, especially friends and family, they might not quite get it. And I find that when you're featured in an article, you're published, you receive an award, it frames your business in such a way that people can better understand what you do. And it makes it so much easier to talk about your business and becomes its own version of marketing, which we'll get to later. So what are some ways that you can strategically be building towards social proof in your business like you know, you need it, you know, this is compelling. Now, how do you actually build this into your strategy as you are growing towards the business that you want?

The first way is to build review requests and gathering those client testimonials into your client process itself. So one of the last steps in my workflow for my coaching clients, for example, is to request a testimonial or a review. And it is another step. But it absolutely beats having to sit down months or years later. And try to think of everybody that I've worked with over the past year, and then reach out and hope that they still remember the details of the transformation and the time that we spent together. So I build this into my workflow inside of HoneyBook. So that it's not missed, it's easy. It is templated is an email and make it super easy by linking to the place that I want them to leave the review. And for most of you, I think this is going to be a Google Business Listing. But I know that there are certain platforms, maybe Facebook or you know, industry listings like the knot or Wedding Wire where you might want to gather reviews as well.

Now, the next thing to do is when you get a review, you now have to share it and document it and build that into your marketing. So you asked for the review, you probably made this easy for them, you linked to it, you put this into a succinct email request. And now that you have the review, I want to remind you that your job is actually not done. This is when the social proof can really start to be leveraged. And at a minimum, I want you to share it on social media, you also want to take some time to respond to the

review, if it's a place where you can respond. And then the next step is to save it somewhere for the future. Because you're going to want to go back and use this for your website for promotional purposes. You can use this for your email, copy lots of ways that you can use this later in your marketing. I like to take a screenshot and save it into a relevant place inside of notion, my project management tool. And if it's for a digital course of mine, I'm going to save it under that specific digital course if it is for coaching, I'm going to save it into the coaching folder. And I just want to know that when later down the road, I want to sit down and spruce up one of the pages on my website or I want to share about a Client Testimonial for something specific that I know exactly where to go to find it.

I cannot tell you how many times that I have worked with incredible women who have amazing client testimonials, happy clients transformations that have taken place. And they're not talking about them. They're not sharing about them. And it's it's maybe coming from a place of modesty trying not to brag or come across as somebody that is super full of themselves in their business. But let me tell you, this is like the hardest part of business is done. You've convinced somebody to pay you, you have booked them, they have worked with you, they were so happy that they left you a review. So don't become the bottleneck in your social proof process. Sure that this doesn't end because you fail to share it take the time to actually sit down, save the review, share the review, figure out a place that you're going to save this for the future. Figure out if there's a place on your website that you could put this and make sure that you are sharing about the happy experiences that your clients are having.

So the next step in all of this is to actually start to think beyond that. reviews and testimonials, I want you to start thinking about press and other opportunities. Now I know I said to gather reviews, and I want you to do that. But I also want you to start playing a bigger game here. I think client reviews are amazing. But the next layer of social proof is press and bigger endorsements from more established brands than yours. Because when you can display a logo, or you can get featured on a more well known brands website, you are able to essentially borrow some of their audience and also some of the trust that has been built around their brand reputation. I used to think that you had to be like a really big deal in order to get press and be interviewed in articles or speak or do any of these things that I'm talking about here, right now, I used to think that I wasn't established enough to put my hat in the ring for something like that. But when I changed my mindset, and I started to pitch myself and I started to put my hat in the ring, I realized that people did want to interview me for things. And a great example of this is I was recently published on ad aroma.com. And an article about me taking the leap from being a photographer to transitioning into education and coaching and what this looked like in my career, and was a huge honor.

And like fun fact, I actually thought when they reached out to me about this specific article, I thought it was a spam email, and I almost didn't take it seriously. And it turned into this great article. So it was really cool. But now that the article is out, I can use this logo on my website and like the as seen in section, and it really helps to build social proof, it shows credibility, and people, most photographers know what that website is and what it means. And so I think it adds some expertise. So if you don't think that you can get press, I will just tell you flat out that it is actually not true. And I used to think this too. So if you think you're not established enough, or that you're not big enough to get there, you're thinking that's that's what I'll do when I grow up kind of thing. Just know that publications and journalists are looking for people and sources for their content all the time. And a really great place to start is this free website called Haro. And it stands for Help a Reporter Out. And you'll actually get roundups of articles that are looking for people to submit to every day.

So you can change the settings and your email and basically decide how many of these submission requests you want to get per day. But you can check like the boxes of what industries you would be interested in submitting information on. So essentially, you could say I want to talk about business or I want to talk about photography, I want to talk about motherhood, you can really it's like a vast amount of things that you can check boxes on. And they will basically say to you, hey, we're looking for someone to share with us their education or their experience, or their opinion on these topics. And so it's a great way to just throw your hat in the ring and start to think about press in a totally different way start thinking about being featured or published in articles in a totally new way. And another form of social proof that's kind of similar to this is speaking. So you can also be a thought leader or an educator in a space through speaking and speaking can take lots of forms.

Thanks to the internet and platforms like zoom, you can speak in podcasts, you can be a guest in someone's mastermind, you could maybe even be a part of a summit, or a teaching series or on literal stages or in actual classrooms. I think the point here is that we can play a bigger game, we can think bigger than just being featured on you know, someone sharing an Instagram post of yours, or maybe something being published in an article, you could be a thought leader in the form of speaking. And I think that if we can stop being so shy about the things that we are doing in our businesses, the accomplishments that we have made, or the client reviews and testimonials, it's like each of these is a stepping stone towards playing a bigger game. And so if we are not talking about our brand accomplishments, if we are not submitting to speak, if we are not submitting to be published, who is going to do that for us, I don't have a like a PR department right now in my company.

I am my PR department. And so I want to invite you to really step into this role to ask for the review, to share that review to talk about something that you've done and that you've accomplished with your audience today. I want you to do that this week. You can call it testimonial Tuesday, or since we have the end of the year coming up, you could share some of the things that you or your business have accomplished over the past year. I think it's a great opportunity to celebrate some of the wins that we've been through over the past calendar year. So social proof and brand authority. This is such a process. This is something it's like laying down a single Lego every time, you are able to share about something that you do, or the people that you've worked with, or a Client Testimonial or a win that you've had, like being published or speaking, every day, you're able to lay down a Lego.

So each time that you submit or pitch yourself or put yourself out there in any way, I think you're putting that Lego down towards building your social proof tower, if you will. So this process, it's going to take time, and it's definitely something that I see as an ever evolving thing that you don't really finish you don't really come to a series like finish of saying, Okay, well, I got this many client testimonials. I got this many published articles, I feel good about that. I think that's something that we should always be building into our marketing strategy. Every year, you should be doing things to get visible doing things to build your brand authority, so that you have fresh things to update on your website every so often. Do not forget to grab the brand authority blueprint guide. It basically goes through everything that we've discussed in this series and gives you the outline of what to do what your homework is, after each one of these brand authority episodes. I would love to hear your thoughts on this. Have you enjoyed this brand authority series, you can send me your thoughts or tag me in your posts over on Instagram at Joy Michelle, and I just love hearing from you guys and hearing what you're doing to implement this homework and change your businesses for the better.

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