

# The Handbook for Business, the Bible

## Let's talk about: A way to build authority and sales

As a business owner, you can gain an edge by projecting expertise & authority into your marketplace.

Human nature suggests people would be happy to deal with the best problem-solver; but as most businesses operate pretty much the same model the question arises, who is the best?

To gain that position you need to think and act like you are the best! But, HOW?

One simple tactic is to create a Mistakes Brochure, alerting prospects & customers to, "*3 common mistakes people make when buying.....*" - whatever it is that you sell.

For example, "*3 Common Mistakes People Make Buying solar panels*" or it could be reworded to say, "*3 Common Mistakes to Avoid when Buying solar panels*"

This shows you care enough to warn people of the consequences of making any of these mistakes. And of course, your customers won't make those same mistakes!

Then, by promoting this authority piece online, more visitors will be drawn to your website or landing page, keen to read or download the PDF.

### So, what's the point of this tactic?

**First**, it sets you apart - your competitors won't have published such a document but, you did

**Second**, it helps establish you as the go-to authority to solve or avoid those particular problems

**Third**, it helps build trust with prospects; trust builds relationships; relationships build sales.

### My counsel for business owners:

It's tough running a business in this modern, fickle marketplace; you need to tap into every opportunity to build your authority and sales; this is one such an opportunity.

### HANDBOOK COUNSEL for today: Proverbs 3:27

*"Do not withhold good from those to whom it is due when it is within your power to give it"*

... 'Good' here refers to a **benefit** and a Mistakes Brochure will surely benefit your target customers.

### Other Scriptures:

**Prov 18:16**, *"A person's gift opens doors for him, bringing him access to important people"* ISV

**Prov 11:25**, *"The person who blesses others will prosper; he who satisfies others will be satisfied himself"* CJB