

Your Easy, Instant, Affordable Credibility Kit

Creating strong credibility pieces for your business was quite a challenge – until now. The Nurture Institute has the perfect solution to help you gain the credibility you need for your business and marketing. The name is simple, but it's packed with power!

WHY IS CREDIBILITY SO IMPORTANT?

Effective marketing starts with a connection. Your target audience will always buy from those they trust first. Earning trust has nothing to do with how large your company or marketing budget is. It has everything to do with your **credibility**.

Once you establish yourself as a credible and trustworthy partner, you open the door and give people a reason to listen to what you have to say. Without trust, your message just gets lost in the clutter.

WHAT IS THE NURTURE CREDIBILITY KIT?

Many businesses simply don't have the time or resources to create meaningful credibility pieces such as case references, white papers, bios, articles and testimonials.

The Nurture Institute Credibility Kit gives you an affordable way to work with talented writers and a dedicated marketing director who will personally help you build a solid credibility library. Through our skilled interview process, we combine your knowledge, the firsthand experience of your customers, and professional writing to create positive pieces reflecting who you are and why you are the best.

Your Credibility Kit includes personal interviews and custom pieces written just for you!

- **Prove** your marketing messages
- **Position** yourself as the go-to expert
- **Educate** as a partner and advisor
- **Show** your credibility and value through real customer experiences
- **Gain** trust and respect from your clients and prospects



The Process

INITIAL CONSULTATION.

Meet with your personal Nurture Institute writer and marketing director who will:

1. Interview and review your case reference options and subjects.
2. Select possible topics for your articles and white papers.
3. Review the process and answer any questions.

CASE REFERENCES.

Your writer will interview you and your customers to provide two professional case references up to 700 words each.

1. The first draft will be based on your feedback to minimize client impact.
2. Once the first draft is approved, we will provide the document to your client and interview them to add their personal viewpoints and quotes.

ARTICLES AND WHITE PAPERS.

Receive two "business builder" articles up to 1,000 words each and one educational white paper up to 1,500 words.

1. Your project team will work with you to choose topics relevant and valuable to your prospects.
2. Personal interviews and research by your writer will ensure your pieces contain the most up-to-date and thorough content.

Learn more about the importance of credibility in your marketing with the **FREE Nurture Institute White Paper:**

**Credibility: Give your Customers
a Reason to Listen**

Download now at:

[http://www.nurtureinstitute.com/mydocuments/
A_Nurture_Institute_Whitepaper_-_Credibility.pdf](http://www.nurtureinstitute.com/mydocuments/A_Nurture_Institute_Whitepaper_-_Credibility.pdf)



What's included in your Credibility Kit?

- Dedicated Project Team
- Personal Interviews & Support
- TWO In-Depth Case References
- TWO "Business Builder" Articles
- ONE Educational White Paper

**Get started building
your credibility today:**

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