



*Persuasion and  
Social Media*

**FOCUS ON 5 KEY PRINCIPLES FOR  
ONLINE BUSINESS SUCCESS**

**In the digital age, the success of your online business hinges on your ability to connect with your audience and build strong, lasting relationships.**

**Julie Fairhurst, a Master Persuader with 34 years of business experience, emphasizes these five favorite persuasion strategies as essential for achieving your goals.**

# CONTENTS

ARE YOU LIKED ONLINE

1

DO YOU RELATE ONLINE

2

DO OTHERS BELIEVE YOU ONLINE

3

ARE YOU AN AUTHORITY ONLINE

4

DO OTHERS TRUST YOU ONLINE

5

# LIKE

## ***Why It Matters***

People prefer to do business with individuals or brands they like. Liking is the foundation of any relationship, and in the context of an online business, it translates into creating a positive, engaging, and approachable presence.

When customers like you, they are more likely to engage with your content, share your posts, and ultimately buy your products or services.

## ***How to Achieve It***

- *Show Personality* ~ Let your unique personality shine through in your content. Be authentic, approachable, and relatable.
- *Engage with Your Audience* ~ Respond to comments, messages, and reviews promptly and in a friendly manner.
- *Create Valuable Content* ~ Share useful, entertaining, and relevant content that resonates with your audience's interests and needs.

# RELATE

## ***Why It Matters***

Relatability fosters a sense of connection and community.

When your audience feels that you understand their challenges, desires, and experiences, they are more likely to trust and engage with your brand.

Relating to your audience also helps create more impactful and relevant content.

## ***How to Achieve It***

- *Know Your Audience* ~ By conducting thorough market research to understand your target audience's demographics, preferences, and pain points, you show them that their needs are important to you.
- *Share Stories* ~ Use storytelling to share experiences, successes, and challenges that your audience can identify with.
- *Be Empathetic* ~ Show empathy in your communications by acknowledging your audience's struggles and offering solutions.

# BELIEVE

## ***Why It Matters***

Belief is crucial for convincing your audience of the value and benefits of your offerings.

People who believe in you and your brand will become loyal customers and advocates. Belief is built on consistency, honesty, and the ability to deliver on promises.

## ***How to Achieve It***

- *Be Consistent* ~ Maintain consistency in your branding, messaging, and quality of service or products.
- *Showcase Testimonials* ~ Highlight testimonials, reviews, and success stories from satisfied customers.
- *Be Transparent* ~ Be open and honest about your business practices, values, and processes.

# AUTHORITY

## *Why It Matters*

Being perceived as an authority in your field boosts your credibility and positions you as a go-to source for information, products, or services.

Authority attracts customers and opportunities for partnerships, collaborations, and media coverage.

## *How to Achieve It*

- *Provide Expertise* ~ Share your knowledge through blogs, webinars, e-books, and social media posts.
- *Gain Certifications* ~ Obtain relevant certifications and credentials that enhance your credibility.
- *Engage in Public Speaking* ~ Participate in speaking engagements, podcasts, and interviews to showcase your expertise.

# TRUST

## ***Why It Matters***

Trust is the cornerstone of any successful business relationship. Without trust, potential customers are unlikely to make a purchase, no matter how good your product or service is.

Building trust takes time, but it is essential for long-term success and customer loyalty.

## ***How to Achieve It***

- *Deliver on Promises* ~ Always meet or exceed customer expectations.
- *Provide Excellent Customer Service* ~ Ensure that your customer service is responsive, helpful, and courteous.
- *Protect Customer Data* ~ Implement strong security measures to protect customer data and privacy.



***By focusing on these five key principles***

***—like, relate, believe, authority, and trust—***

***you can create a solid foundation for your online business, ensuring not only immediate success but also sustained growth and customer loyalty.***

***Julie Fairhurst's extensive experience and expertise in persuasion provides a proven roadmap to achieving these essential business goals.***



# JULIE FAIRHURST

## PERSUASION POWER ACADEMY

Julie, with 34 years of experience in sales and marketing, aids women entrepreneurs in building influence and authority to increase revenue. She is a Master Persuader and expert in human behavior. She offers coaching on marketing strategies and sales techniques and writes personal or business stories.

Julie is also a sought-after speaker, trainer, and prevention educator, delivering workshops on safety issues to various organizations.

Julie Fairhurst is the Founder of the Women Like Me Book Program. She has published 36 books and helped over 160 women become published authors—many of whom are #1 best-selling authors!

Julie's challenging upbringing and personal losses have inspired her mission to help women with their financial goals, tell their stories, and overcome obstacles that hold them back.

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