



# Currencies that buy Credibility

*Tom Wanek*

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**Making powerful statements is easy:**

*"We won't be undersold."*

*"Satisfaction guaranteed."*

*"The best quality at the best price."*

But making these statements believable is not so easy. The believability of your company's marketing message is directly related to your willingness to risk or spend one or more of six resources. And the more you risk or spend, the more believable your message becomes.

Money is only one of the six resources you can invest.

*Currencies That Buy Credibility* teaches you the six currencies that you can invest to purchase credibility, shows you successful examples of each and helps you craft your own believable power statement.

You'll also learn:

- Why your marketing message must account for credibility.
- What biologists and neurologists have discovered about communicating with honesty and trust.
- Three questions that will align what you are saying with who you are being.
- Where credibility fits into the entire mechanism of persuasive marketing communication.

The bottom line: *Currencies That Buy Credibility* is the book that teaches you how to accelerate your credibility to drive more traffic, sales and word-of-mouth.

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