

**"The Queen of Business Credibility"**

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## **SPEAKER INTRO AND TALK SUMMARY**

**TITLE: Attract Paying Customers Like Magnets in 60 Days or Less**

**-- For entrepreneurs, business owners and professionals who want to increase their advertising dollars by 100%!**

**SPECIAL GUEST: Iris Carter-Collins, Author of "The Business Credit Builder" and creator of "The Biz Credibility and Visibility System"**

Are you tired of spending thousands on advertising each month with little or no return? Join Iris Carter-Collins and discover how to exponentially increase your advertising conversion using Customer Attracting Magnets, to get massive results without wasting money and maximize your advertising with no increase in your advertising budget!

In this action-packed session **you'll learn:**

- How you can attract customers using a system you are already familiar with- no matter what your product or niche!
- What you need to create and capture that is proven to convert your leads into paying customers over your competition
- The one thing that is critical to your business's success, the struggles most entrepreneurs have when they don't have this and the "secret weapon" that will super-charge your conversions!
- Why your careful response critical to your business success, and the (3) secret responses you need to have in your arsenal, that will blow your competition away... instantly!!



### **IRIS'S BIO FOR PRINT**

Iris Carter-Collins "The Queen of Business Credibility", teaches experts, professionals, and consultants how to have their businesses attract customers like magnets for many years.

Recognized business credibility expert by PGCC College, Workforce Development, Iris delivers high-impact revenue generating strategies for teaching entrepreneurs and small business owners to how to obtain great ROIs.

According to many of her students, business owners and professionals, "iris Carter-Collins is one of the smartest, creative strategist for discovers business magnets to attract more customers today!

After 30 years of teaching, coaching and training entrepreneurs to senior executives at many companies who work with SFG Funding of America, Small Business Administration and Dun and Bradstreet, she continues to motivate and create outstanding programs that take small businesses to the next level.

Iris is really the undisputed expert on how to attract customers like magnets using her business credibility system to make INCREASED revenue on all your advertising endeavors.

To receive monthly Business Credibility Tips, and Iris's FREE 4-part series, "Attracting Customers Like Magnets," subscribe today at

**[www.idcollins.com/business-credibility-tips](http://www.idcollins.com/business-credibility-tips)**

## **INTRODUCING ~ IRIS CARTER-COLLINS**

If you're tired of being wasting money on advertising that does not produce results, then today is your chance to change that forever.

If you love what you do and want people to know about the benefits they will get from it, then you're in for a surprise! Today, I'm thrilled to introduce you to **Iris Carter-Collins**, known by many as "The Queen of Business Credibility."

Proud creator and founder of the "The Business Credibility and Visibility System™"; the "How to Make Money on the Internet System™" and "How to Separate Your Personal Credit from Your Business Credit and Amass Thousands of \$\$\$ for your Business System™."

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### **Iris Carter-Collins's SHORT BIO**

An adjunct teacher with Prince George's Community College, graduate of John's Hopkins University with a B.S. in IT and Accounting. A long-time participant of the Small Business Administration Technical Assistance program, accountant and small business advisor for companies nationwide for over 20 years. She has worked many years with business strategists such as, Ryan Desis and Perry Belcher, online gurus; Michael Gerber creator of the E-Myth; Tony Robbins, and Jay Abraham just to name a few.

Iris Carter-Collins "The Business Visibility and Credibility Expert™", teaches experts, professionals, and consultants how to have their businesses attract customers like magnets for many years. After 20 plus years of helping small business establish business credit and acquire funding, she decided to put her skills toward helping small business owners and professionals at the grass roots by teaching strategies to that build online presence, take advantage of positive reviews, improve reputation and thereby creating visibility and credibility for that business. In a few short years, Iris has helped hundreds of businesses acquire capital, attract customers and build business credibility. Iris really is the undisputed expert on how to create business visibility and credibility doing what you love!

## **QUESTIONS FOR INTERVIEW**

1. Iris, I've heard you referred to as the Queen of Business Credibility. What is Business Credibility and why does it matter?
  - It's what people are saying about your business in social media, blogs, post and most importantly over 300+ review sites.
  - Attracting clients without your Biz Credibility and Visibility System is a waste of advertising dollars.
  
2. How did you become so passionate about this specific topic?
  - I've been a business owner and a serial preneur for over 30 years and I have seen what happens when I'm selling a products and services that I know will make the difference in revenue for a business but because I may be new in business, my advertising has been overlooked.
  - It takes positive reviews, citations and correct business information to trigger consideration to purchase from a business. A Business Credibility and Visibility System.
  
3. What is a Business Credibility and what type of businesses does it work for?
  - Business Credibility = Trust/outcome + Service Delivery
  - Then there are "elements" you can create with your offer to make people want yours over your competition. (I'll share those in a bit)
  
4. What is the biggest mistake people make when it comes to creating Business Credibility for their business?
  - NOT thinking that what their clients think about their business is important and then sharing that review with other prospects.
  - Disservice not to ask for the review, thus making it easy for their competition to get the sale.
  
5. Can business credibility be created for any business?
  - Yes, the key is to understand that your business credibility is based on what others are saying about you and put the system in place to capture this information to share over all your business medias.
  
6. How can our participants go about creating a business with business credibility?
  - First, you get clear on the importance of what your current clients are saying about your business and understand how to capture it and share it across every business medium. (Seed OC)
  - 3 Elements: Main Dish, Bonus, Limiters

7. Does the Queen of Business Credibility have a business credibility offer for us today?  
How can we get our hands on more?
  
8. Iris, any final words of advice for our participants who want to serve big and convert more...when promoting their business?