

Credit Con 2026



The Credit Pro Marketing System

From Online to Authority

Sarah Williams Marketing Director

Madison Ervin B2B Marketing Manager

No fluff. No theory. A system.

Built specifically for credit professionals.
Run it without hiring an agency.

By the end of this session:

01

A 3-part framework

Presence · Conversion · Authority

02

A 30-day action plan

Start Monday. Week by week.

03

The 6 numbers that matter

Find your bottleneck today.

04

A live audit

Apply it to your business before you leave.

Quick Intro



Sarah Williams
Marketing Director



Madison Ervin
B2B Marketing Manager

What We've Observed Across the Industry

73%

of credit businesses market like a local service business — not a trusted financial educator.

No authority-based marketing approach

Competing on price instead of positioning as the trusted expert

No automated follow-up system

Leads fall through the cracks — the pipeline is a rollercoaster

Under-optimized online presence

Excellent at credit education. Completely invisible online.

01 PRESENCE

Your digital storefront — do they trust you in 5 seconds?

The Foundation: 4 Pillars of Presence



Google Business Profile

Most powerful free marketing tool you have. Almost nobody in credit repair is using it properly.



Website Clarity

One job in 5 seconds: tell visitors what you do, who you help, and what to do next.



Inbox Deliverability

Your emails might be going to spam right now and you'd have no idea. This fixes that.



Reviews Everywhere

Reputation management is revenue protection. Control the narrative before they call.



If any one of these four is broken, nothing downstream works.

Google Business Profile: Set It Up Right

5x more views than your website

49% of consumers trust reviews like a referral

42% more direction requests with photos

 **ChatGPT, Gemini & Claude use your GBP signals to recommend local businesses. Optimize this to help get found on every platform.**

1

Set primary category

"Credit Counseling Service"
Wrong category = invisible in search

2

Fill every field

Hours · services · description
750 characters + Q&A section

3

Add 10+ real photos

Real workspace & team
No stock images — they look like scams

4

Post weekly + review link

10 min/week signals you're active
Ask every client, every time

Website First Impressions

The 5-Second Test: if a stranger lands on your homepage and can't tell what you do, who you help, and what to do next — you've already lost them.

Clear Promise

State a clear outcome in your headline.

Not 'Welcome to ABC Credit Repair' — "We help you qualify for the home you deserve."

One Primary CTA

Not five buttons — one.

When you give people five options they freeze and choose none.

Pick your most valuable next step.

Social Proof Above Fold

At least one testimonial visible without scrolling.

Reviews and results build trust before they take any action.

Fast & Mobile-Friendly

55%+ of visitors are on phones.

3 seconds or they're gone.

Speed is a trust signal.

Test it right now.

Inbox Check: Are You Going to Spam?

Three padlocks stand between your email and the inbox. Most businesses have none of them set.



Your Sending Identity

Domain

3x

more likely to
land in spam
from Gmail

Send from
name@yourbusiness.com
— not Gmail or Yahoo.

Your own domain.

If you change nothing
else today, change this.

→ **Change this today.**



Your Authentication

SPF · DKIM · DMARC

~30

minutes to
configure
all three

Three DNS settings in
your domain provider.

Your email platform
gives you the exact
records to copy.

Protects your domain
for years.

→ **Set it up this week.**



Your Score

Mail-Tester.com

9+

out of 10
target score
before sending

Free tool. Send a real
marketing email to
their address, get a
score out of 10 with a
full breakdown of
every issue.

Run it before every
campaign.

→ **Test it right now.**

Control the Narrative

**Reputation
management
is **revenue**
protection.**

The average person reads 10 reviews before deciding on a financial service.*

Google Reviews

Your most important battleground. Respond professionally to every review — positive or negative.

BBB

Claim it, maintain it. A clean BBB listing shows up directly in your Google search result.

Trustpilot

Where sophisticated consumers go before spending money on financial services.

Consumer Affairs

Credit repair businesses attract frustrated consumers. One unaddressed thread surfaces in Google.

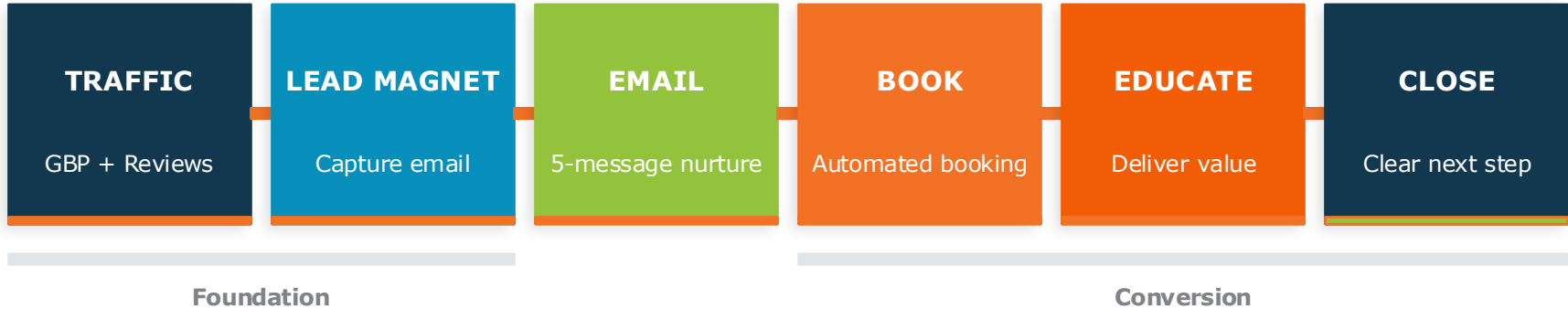
The background features a dark blue field with a subtle, glowing pattern of vertical lines and a complex, wavy pattern of concentric lines that resembles a fingerprint or a circuit board. In the top right and bottom left corners, there are large, overlapping circles in shades of teal, green, and orange. The overall aesthetic is modern and digital.

02

CONVERSION

Now that the foundation is solid — what do I do?

The Minimum Viable Funnel



Why this works: conversion happens before the sales call. If your email sequence does its job, the person walking into your consultation has already decided to work with you. You're enrolling instead of not selling.

What's a Lead Magnet?

Think of it as an audition — demonstrate your expertise before asking for money.

MOST POPULAR



7-Day Credit Checklist

A simple PDF with seven daily actions to start improving credit this week. Practical, immediately useful, positions you as a teacher not a vendor.

HIGH COMPLETION



Credit Readiness Quiz

Short online assessment via Typeform that tells someone where they stand. High completion because people are genuinely curious about their situation.

BEST CONVERSION



Free Credit Snapshot Review

A brief consultation reviewing their report at no charge. Higher touch, but significantly better conversion to paid clients.



Quick test: does it feel helpful or like a trick to get their email? If it feels like a trap, people won't opt in.

Your 5-Email Nurture Sequence

1 EDUCATION Teach how credit works.
Be the first honest voice they've heard. "The #1 myth hurting your credit score"

2 MYTH-BUST Bust the top misconception they have. "Closing old cards hurts your score."
Positions you as the expert.

3 PROCESS Walk through what working with you looks like step by step.
Transparency kills price resistance.

4 PROOF Specific client story: score, timeline, outcome. "Maria: 512 → 687 in 8 months."
Specific = credible. Vague = suspicious.

5 INVITE One ask: "Book your free 20-min credit review."
No countdown timers. No fake urgency. Just an open door.



Every email must include: "Results vary based on individual circumstances." No guaranteed outcomes.
Educate first, offer second.



03

AUTHORITY

Authority is bigger than posting — it's trust that compounds.

Stop Marketing Like a Repair Shop

REPAIR SHOP SAYS

"Got bad credit? We can fix it. Call today."

"Limited spots — sign up now!"

"Best prices in town."

Competes on price. Hopes for word of mouth.
Wonders why the pipeline is inconsistent.

FINANCIAL EDUCATOR SAYS

"Here's how credit scoring actually works."

"Here's what most people get wrong about disputing collections."

"Here's a realistic 12-month roadmap to mortgage readiness."

Attracts better clients. Eliminates price objections.
Generates referrals naturally.



One is transactional. The other builds trust. Only one creates a **waitlist**.

The Authority Engine: 4 Content Pillars

Rotate through these four and you will never run out of content ideas.



Educational

"Why your credit utilization matters more than your payment history"

Builds credibility. Shows you know your craft at a level clients haven't seen before.



Social Proof

"Client went from 512 to 687 in 8 months — here's exactly what changed"

Specific results build trust. Vague claims raise suspicion. Always get permission.



Myth-Busting

"Paying off a collection does NOT remove it from your report — here's what does"

Positions you as the honest voice in an industry full of misinformation.



Objection Handling

"Here's exactly what credit repair costs — and why it pays for itself"

Answer the questions stopping people from calling you. Before they even ask.

Go Beyond Social Media

Workshops

Host a free Credit 101 event at your local library or credit union.

45 minutes teaching, then offer free credit snapshot reviews.

Converts 20–30% of attendees into consultations.

Podcasts

Appear as a guest on local real estate, finance, or business shows.

You don't need your own show — every appearance puts you in front of a new, pre-qualified audience.

Referral Partners

Loan officers, realtors, tax professionals — all working with people who need credit help.

Publish educational content consistently and you become the obvious referral.



Social media is rented land: don't rely on a platform to engage your leads, own your email list instead.

Compliance-First Messaging

Authority-based marketing is naturally compliant. Educate first, sell second.

✓ SAY THIS

"We dispute inaccurate and unverifiable items"

"Results vary based on your unique situation"

"We'll walk you through every step of the process"

"We educate you on your rights under the FCRA"

VS

✗ NOT THIS

"We guarantee a 100-point score increase"

"We can remove any negative item from your report"

"You'll qualify for a mortgage in 60 days"

"Pay upfront before we start your case"

The 6 Metrics That Matter

Find the number furthest from benchmark — that's your one bottleneck. Fix that before doing anything else.

~20%

Lead Conversion Rate

Below 10% → fix your offer or landing page

~40%

Close Rate

Below 25% → fix consult structure, not traffic

~50%

Consult Booking Rate

Below 30% → fix nurture emails before buying ads

~\$200

Cost Per Acquisition

Above \$300 → audit your ad spend & channel mix

~70%

Show Rate

Below 60% → add text reminders + calendar invite

\$1,200

90-Day Client LTV

Track this — it drives every financial decision

Use AI as Your Marketing Assistant

Content Multiplication

Turn one strong idea into five ready-to-post assets.

Email Drafting

Draft your nurture emails first, then personalize in your voice.

Compliance Rewriting

Clean up risky language before you publish.

FAQ Generation

Build an FAQ that answers objections before the consultation.

Video Repurposing

Convert one recording into captions, posts, and emails.

Audit Your Own Copy

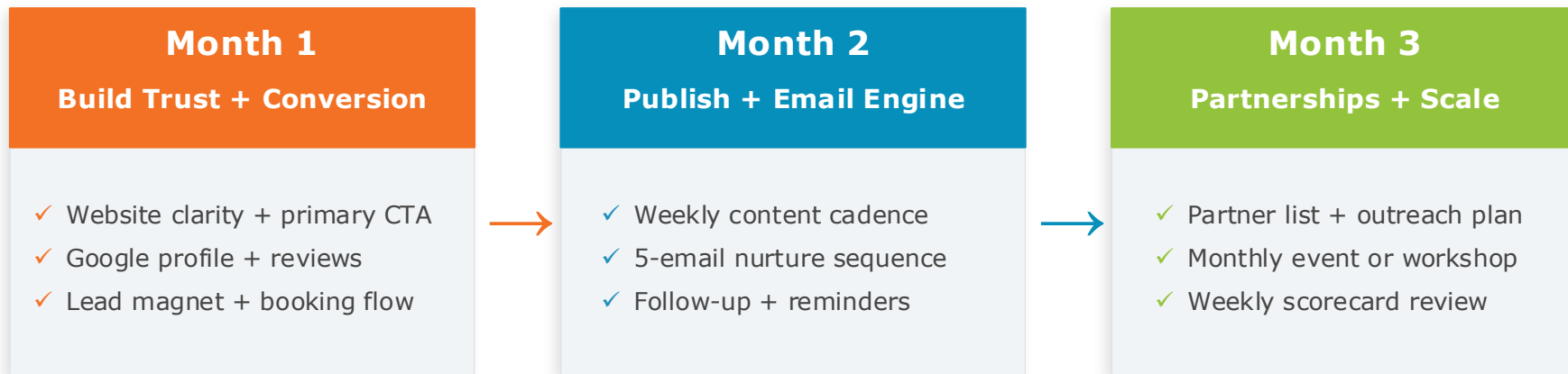
Spot what's unclear, missing, or hard to read.



AI speeds up your thinking. You say in control. Review before publishing.

The 3-Month Sequence

Fix the foundation first. Then add traffic.



Next: your week-by-week action plan.

Your 30-Day Action Plan

1 Week 1: Fix Your Foundation

- Audit GBP — category, fields, 10+ real photos
- Run Mail-Tester.com on last marketing email
- Configure SPF, DKIM & DMARC
- Claim BBB, Trustpilot & Consumer Affairs
- Rewrite homepage headline for clarity

2 Week 2: Build Your Funnel

- Build or sharpen your lead magnet
- Set up free Calendly booking link
- Write 5 nurture emails (use AI to draft)
- Load into email platform with automation
- Add one clear CTA to your website

3 Week 3: Activate Reviews

- Generate GBP review link
- Text it to 10 past clients TODAY
- Add review link to email signature
- Publish first weekly GBP post
- Identify 3 referral partners to contact

4 Week 4: Measure & Scale

- Track your 6 metrics — find bottleneck
- Intro calls with 3 referral partners
- Schedule first community workshop
- Post 2× per week on content pillars
- Set Month 2 goals from real data

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04

PREDICTABILITY

When you build systems, growth becomes repeatable.

Authority = Predictability

PRESENCE

Makes you findable and trustworthy before a single conversation.

CONVERSION

Turns visitors into clients without pressure or chasing.

AUTHORITY

Compounds over time — your reputation generates leads on its own.



PREDICTABLE

Leads

Lifetime Value

Client Quality

Business Decisions



Build trust and authority first. Let it repay you for years.

Thank You

1

Fix Presence this week — GBP, email authentication, Mail-Tester.com. If you're sending from Gmail, that changes today.

2

Run the minimum viable funnel — lead magnet, 5-email nurture, automated booking. It will run without you.

3

Build authority that compounds — one content pillar, posting twice a week for 30 days. Three referral partners. One community event.

FIND US TODAY

IDIQ Booth

Come for a live audit — bring your GBP, homepage, and email settings.

Credit Business Growth Community on Facebook

Templates, resources, and ongoing Q&A after the event.