

FUD Got You Down?

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In the sales world they call it “FUD”—Fear, Uncertainty & Doubt. Let’s check [Wikipedia](#). FUD “is generally a strategic attempt to influence public perception by disseminating negative and dubious/false information designed to undermine the credibility of their beliefs.”

I used to work with someone that believed the more confused you got your client with an unknown, the more likely they would trust your knowledge and ultimately buy your service. Why? Because most times when we fear something we don’t know, we end up placing trust in someone else who we believe is more knowledgeable. We look for thought leaders. We find experts. So when you encounter a salesperson using FUD on you, get rid of that person and look to another with the same service that treats you to education. Sharing is what it’s about today. So go ahead and zap that word FUD into Wiki archives!

There is no secret in the pudding. Share your knowledge and educate your peers. Make yourself the expert in everyone’s eyes. Use social media to make your message known. No matter what you do for a living, find the time to share. Create a blog post that you think is relevant to your client. Tweet an article that you think others would love to read. Reach out to everyone you know and have them reach out to everyone they know. Make it a habit to do so each and every time you know something another person will benefit from your new find. This is how YOU become the expert.

But most importantly, if you don’t understand how to use the social media channels to communicate, do something about it. [Educate yourself](#) and don’t listen to the FUD! Try Twitter and discover how to weed out the noise. Try LinkedIn by not only completing your profile, but joining [groups](#), joining your college alumni association and what you’ll find is the people you didn’t even know that are like you listening to you. Create a [video](#) and post it on YouTube telling your prospects something that makes you stand out from the crowd.

When you don’t know how to do something, [Google](#) it and learn! There is no reason for confusion anymore. FUD sounds exactly where it belongs – in the trash!