

Establish Trust

MISSION

- Providing valuable information
- Showing how the mechanism works
- Social proof
- Make it look like the client already has what she wants and just wants to help other people and provide epic experiences. (Karolina is a good example)
- Social proof
- Be honest, tell some weaknesses that don't really matter.
- Always keep your promises and overdeliver, give free gifts.

Top Player TRUST Research

Tim Shields

Review top players in your niche and identify trust and authority strategies they use.

1. Social media
 - Provides a lot of value in every video. Only "follow me" CTAs. In the caption there is a small CTA for his website.
2. Website
 - "About" page
 - Partners
 - Testimonials
 - Blog
 - Free tips and advice
 - A free product
3. Book sales page
 - Partners
 - "Years of research"

- "Won a photographer of the year award"
 - Example pictures (beautiful)
 - Direct benefit list
 - Testimonials
 - Small "about" section. Tells about how Tim is a winner of the award, founder of the photography academy and a creator of a four-step system.
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- Use more social proof and testimonials. Show how experienced she is. Tell about the partnerships. Advertise the podcasts more. Do tailored marketing. Show how amazing her life already is - Shows non-neediness.