

Short-term trust: How my future clients and current clients can trust me, They can look at my social proof, yes my following is not big at all but I saw some personal stuff plus my work on there. By looking at me as a clean-cut individual first impressions matter*. Show them empathy by understanding my client and make my recommendations based on that understanding.

Long-term trust: all those same values from the short term, but avoid giving any red flags. Use the Trust Building Transaction method.

Top Players in the Chiropractic Niche:

- Bunch of 5-star reviews from clients

- Affinity- Dr. Barry is a licensed chiropractor in the great state of Idaho.

- Familiarity-spent much of his 18-year career

- Barry is proud to be one of only a handful of chiropractors who have attained a certification in Clinical Nutrition through the state.

- Dr. Barry enjoys camping with his family and trips to Disneyland. He also loves golf, and the outdoors and has played guitar in several bands.-

Personal touch

- they have a “what to expect” page on their website that leads to trust because he’s saying what his clients are going to get out of it.

What I can do for my coffee shop client:

- their reviews are 4.3 so it is pretty hard to, they show the owner, they show how what coffee they use, very trustworthy!

-My chiropractic client.

-On the About page it talks a lot of his college blah blah blah and his certification which is good but nowhere in the text did I see years he's been doing it so I don't know a lot of top players given the length of time.

Other than that he's got it all even one of his clients did a video testimonial for him and his social proof is very good!