

# **How Ryan Humiston Builds Trust**

## **His Personality:**

When he presents himself to the camera, he looks and smells “organic” meaning he is not following a script. Even though he might actually be following a script, the slightly inappropriate jokes breaks the mono-tone of the scene and makes the watcher laugh which in turn builds trust in the mind of the watcher.

## **His Physique:**

There is no denying that he is a man who is in peak physical condition and he is not afraid to show it. The way shows off his physical is by wearing a tank top and flexing his muscles here and there when he is trying to make a point. Another way he builds trust by showing off his physique is by the thumbnail of the video. The title of the video is “How To Gain Muscle Mass” and the thumbnail of the video is of him shirtless with his Abs popping out.

I also think it has something to do with his age because if people scroll on social media people see young men or women in the gym and are in fantastic shape. But by Ryan being an old man, it crumbles the stereotype of you can’t get into shape as you get older.

## **His Background:**

This is a quick and simple one, but him being in the gym and having it be a mono-tone and non noise background like other people slamming down weights helps us focus on what he is saying. Also his background is blurred so that he can be the center of attention.

### **His Marketing Research:**

This is where everything comes into play. He uses the language of his target market. He uses the pain points that his audience is facing and turns it around to where he can use it when he gives out insight/free value or when he makes jokes. His video is heavily based on Audience language and addressing those concerns, frustrations, and even insults so when his audience watches his content, they feel like they can be heard too.

### **Conclusion:**

In conclusion, the person's authentic and unscripted presentation style, combined with his physical appearance, age-defying fitness, thoughtful choice of background, and effective marketing research, contribute to his ability to build trust with his audience. By employing these strategies, he establishes a connection, engages viewers, and positions himself as a relatable and credible figure in the fitness industry.

## **How Can I Use His Method To Build Trust With My Audience**

**Authenticity and Personal Connection:** Emulate the person's approach of presenting yourself in an organic manner, even if you are following a script. Be genuine and relatable, allowing your personality to shine through. Incorporate slightly inappropriate jokes or humor that breaks the monotony, making your audience laugh and creating a connection with them. This authenticity builds trust and helps viewers feel more comfortable with you.

**Demonstrating Dedication and Expertise:** Just as the person showcases his physique and fitness, you can build trust by demonstrating your dedication and expertise in your field. Highlight your knowledge and skills through well-informed content, demonstrating that you are a credible source. If applicable, showcase your own physical or professional achievements to provide evidence of your competence and establish trust.

**Challenging Stereotypes:** If relevant, challenge stereotypes like the person does with age and fitness. By defying common assumptions or societal expectations, you inspire trust and create a sense of possibility. Showcasing your own experiences and journey can motivate and encourage your audience, breaking down barriers and building trust in your ability to help them overcome challenges.

**Thoughtful Background and Presentation:** Pay attention to your video background and presentation to enhance trust. Create an environment that allows your audience to focus on what you are saying. Use a monotone and noise-free background, similar to the person in the gym, to minimize distractions. Additionally, consider using blurred backgrounds that keep you as the center of attention, further emphasizing your expertise and enabling viewers to engage more deeply with your content.

**Targeted Marketing Research:** Conduct thorough market research to understand your audience's language, pain points, concerns, and frustrations. Utilize this knowledge to tailor your content, messaging, and solutions directly to their needs. Address their concerns, provide valuable insights, and offer free value that resonates with their specific challenges. By doing so, you show that you understand their struggles and can provide relevant solutions, ultimately building trust and a sense of being heard.