

Trust Marketing Manifesto



By:

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Would you walk up to a complete stranger and start talking about your scariest struggles in life or work?

I know I wouldn't! I seriously doubt your potential clients would either. In fact, most of us keep those things very close to our hearts and locked away. Personally, someone has to earn the right to hear about those struggles. I have to know that they won't laugh at me or judge me before I even begin to scratch the surface of that conversation. How about you? Does someone have to earn your trust before you start sharing your struggles? I'll bet your answer is "yes."

Think about how much clients need to trust you in order to commit to the work you are asking them to do. I mean, REALLY think about it! When I hired my first coach, I scrutinized over whether I really wanted to work with him. I was lucky to have experienced his coaching in a one hour workshop that totally blew me away. The way he held my issue and created a safe atmosphere was truly amazing to me. He created trust within the first 5 minutes of that workshop. I KNEW I wanted to work with him, but that wasn't enough. I still had to research him and look up the school he was trained at and, since I knew nothing about coaching, I researched what coaching was and what it could do for me. It wasn't until then that I actually called the coach and signed up.

So, what does this have to do with marketing? EVERYTHING! Especially in a business where your job is to help people make big, positive changes in life. I mean, seriously! That takes a lot of courage and no one is going to do that kind of soul searching work with someone who hasn't earned their trust. Each potential client has a trust bucket that needs to be filled. It's your job to fill their bucket and that starts with each piece of marketing you put out into the world.

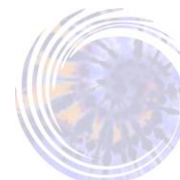
When I met my coach, I had the luxury of attending a workshop where I got to meet him in person. On the internet and in other printed materials, you're trying to attract people who, most likely, haven't had that kind of experience with you. Maybe they have, but it was more information-based. So, we have to keep that in mind. Everything you do in marketing needs to create a sense of trust within the person who is exposed to it. I mean everything. Right down to the way you structure the sign up experience for your freebie.



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Oh, and have you noticed all the people who are hanging shingles out that say "coach" or talk about "transformation," "happiness" and "leadership?" Many of these people are legitimate and truly can bring results to their clients. Others are just trying to make a quick buck. This makes it even harder for you to gain the trust of potential clients. You're going to run into these less attractive stigmas that other coaches have created, which can be very daunting.

In the coaching/personal transformation industry there is a serious lack of trust-building going on in marketing. Everyone is pumping out information, creating marketing and bombarding prospects with offer, after offer, after offer. Really?! Is that how you earn trust? 10 years ago those methods worked. Why? Because our consumers didn't know we were trying to get them to move through our sales funnel. Now, consumers are much more aware of these tactics. If you've built trust over the years, then your network still allows you to keep pumping information out to them. A tell-tale sign of losing their trust is when you suddenly start losing people. They unsubscribe from your list. Your numbers for visitors to your site decrease, and then the amount of



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conversations you have on your blog and/or social networks declines. All of that leads to less conversion and suddenly you aren't getting nearly the amount of clients.

It's not your fault! Consumers are getting smarter and many are opting out of the marketing avenues in which they used to take part. What does that mean for you? It means you need to step up your trust factor. Even if you are only seeing one of those tell-tale signs of losing trust. Head it off and take a look at your trust building right away.

There are 4 areas to look at when it comes to trust marketing.

- 1) Differentiation
- 2) Consistency
- 3) Transparency
- 4) Expectations

Differentiation



You can't call yourself a "coach" (or explain what a coach does) and expect people to just go ahead sign up anymore.

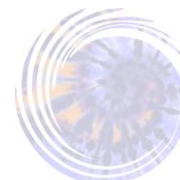
10 years ago (even 4 years ago), no one even knew there were individuals who specialized in helping them change their life in a positive way. They just thought a book would help. They didn't know there was a whole industry sprouting up specifically to work with them on creating a better life. In today's world, our potential clients have heard of coaches, they've watched TV shows with experts on transformation and they've seen "The Secret." Now they know. In fact now they have preconceived ideas about it, because they've also seen/read things that disturbed them about the industry. So, talking about the work you do, in a way that sounds like every other personal transformation professional in the world, will only turn them away faster.

Don't get the wrong idea. I'm not against the industry, in fact quite the opposite. I'm in love with the industry! It's just that when you look, sound, act like everyone else it's hard to determine whether to trust you or not.

You have to stand out! If you stand out, it's much easier for people to trust you because they see you as an individual who brings something to the table (not just one of many who could, possibly, help someone that may or may not be "me").

Differentiation starts with looking deep inside yourself to find that one thing that makes you special in your work. It took me a long time to find I'm great at Trust Marketing. It was automatic to me, but it was something that was also very important. I didn't know it and it took a coach to bring it out of me, but when we did find it, it was a total "duh" moment. It fit! Everything I had ever done in my business was about trust building. I had to look back at all the processes I had set up, the relationships I created, what I asked my team to do, and how I functioned in my business. Every place I looked, it was all about trust. I just knew in my heart that this was the place I belonged. There was no doubt in my mind.

You have a unique way of helping people that no one else can claim. Capitalizing on that, instead of what the industry would call you, is going to make you an expert. When your



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potential clients see that you have something different to offer them, they get curious. They wonder what that means for them. They have no preconceived ideas. They have a clean slate of possibilities for you to work with.

Now, I'm not saying to take your title out completely. At some point you will let them know that you have training as a coach, spiritual leader etc... but that will not be why they hire you. They will now hire you because you have a unique expertise and they know they need it. Your title is just your credential. It is no longer a reason for people to hire you (Note: It never really has been, but it did work to some extent in the past). Accept it... you need to stand out.

How do you do that, exactly? Here is a good place to start.

- 1) Know who you are in your business – your role, duties, personality, what you love about your work and, of course, your special expertise that you bring to the table.
- 2) Research what group of people will be most attracted to that expertise.
- 3) Create marketing that speaks their language and is attractive to that target group.

Take these steps and you will be filling the trust bucket faster than you ever have before. By the way, the faster you fill the trust bucket, the more clients you get!

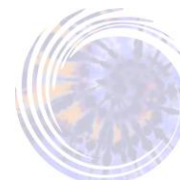
Consistency

I see a HUGE lack of trust building when it comes to consistency in marketing. Here are a few things to look for when it comes to consistency.

Branding Consistency - This isn't easy to see, but every little nook and cranny where you're branding is missing you are losing trust. Every time people see your brand you gain credibility. The more your brand is seen, the more people know who you are. If they missed it the first 5 times, they are likely to catch it the 6th. Then the 7th time they see your brand they remember who you are. Every time they connect with your brand and recognize it you are building credibility and awareness. Every ounce of credibility adds a gallon of trust to the bucket. So, you're missing out when you forget to carry your branding through to your follow-up e-mails and your sales pages. Yes, sales pages too!

I know, I know, you've been told for the last five years to use a plain white boxed page for your sales page. You can do that, but please add your logo or your picture to the page somewhere, anywhere, so people know you are the same person or brand they see on your website. Use the same colors and fonts too. This not only reinforces who you are, it shows you are professional... again raising your trust factor.

Process Consistency – This is the type of consistency I see people skip the most. It is extremely important not only to provide an experience of consistency, but also to keep your visuals consistent. This goes along with your branding, but it's different because we're talking about the behind the scenes processes you use. Have you set up processes? Do you write them down? Do you know what steps you take every time you put together your newsletter, a tele-seminar, blog post, social networking post



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etc...? If not, then you are missing out on one more way to add to the trust bucket.

Being consistent in your processes provides a consistent experience for the people who download, purchase and consume your marketing. Every time you provide them with the same, top of the line experience they had the last time, you are reinforcing your commitment to being professional and an expert. Have you ever signed up to receive a freebie from someone, but a page in the process didn't work? That will quickly make an impression. That was a step in the setup someone missed because they didn't have it written down and didn't test. It's very important to have consistent processes in place so you get every piece of the setup, every time. So you provide a positive and consistent experience that people won't mind doing over and over again; filling up that trust bucket with each opportunity you have.



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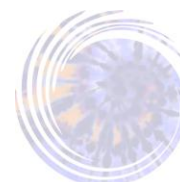
Message consistency – People want to trust you, especially if you have the answer to their problem (you do, right?). Inconsistency will chip away at trust. Here's a simple example: A weight loss coach is having a hot fudge sundae for dessert. She thinks this would be fun to share with her Twitter friends. So, she tweets "Having a hot fudge sundae for dessert. Mmmm." Um, wait! Hold on! This is completely inconsistent with what she does. I wouldn't trust someone who eats hot fudge sundaes to work with me on weight loss. Would you? Now, let's say this weight loss coach includes in her program a "splurge" day and this day happened to be that day. Instead of the above tweet, she could've said "Enjoying a hot fudge sundae as my once a week splurge food allowance. Mmmm." Now, when I read that I'm thinking I admire her dedication and I LOVE the idea that I can lose weight AND have a hot fudge sundae. Sign me up!



"I wouldn't trust someone who eats hot fudge sundaes to work with me on weight loss. Would you?"

Don't forget your conversations. Did you know you have conversations in your marketing? Every written word you put in your marketing is part of a larger conversation you are having with your potential clients. If you have no focus in your marketing messages you lose trust. I'll give you an example from my own experience here. A couple years ago, I rebranded. Little did I know at the time that rebranding actually means building a new business from the ground up. It also meant I needed a new message. Now, I wasn't clear on exactly what my business was going to look like, so I put out feelers. I tested the waters. This was good to an extent because I learned what my market responds to. At the same time, I did it too much. Because I wasn't clear on what I "do" no one else was either. I lost a lot of people on my list last year because I was inconsistent in educating my potential clients about what I do. They got confused and they didn't trust me anymore, so they left. I learned that one the hard way I see this happen over and over again. Especially with clients who aren't sure about their next business step. If you are confused, your marketing will be confusing. So, it's important to KNOW what you stand for and consistently put that out into the world.

Oh, wait...does that sound scary? Knowing what you stand for and putting it out into the world? Hmm...trust breeds trust. This brings me to the third area to look for trust building.



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Transparency



"I'm seeing transparency USED as a ploy to force people to trust them."

You have to trust your audience in order for them to trust you. This is the kicker! More and more I'm seeing transparency in marketing, which is great! At the same time, I'm seeing transparency USED as a ploy to force people to trust them. It doesn't work that way. You have to have genuine transparency... not transparency for transparency's sake. Be real with your potential clients in a conversational way. Show them how you are putting your practices into use and how it works for you. Share the joy you feel because you were able to really hear your daughter today due to a meditation session you had this morning. Trust that your audience can handle transparency without an obvious explanation. Trust that your example will give them all they need to know. Trust that they will accept it, as is.

When I first started putting out my own marketing, I was scared to death! I was afraid of judgment from the community. I didn't TRUST they could handle it. I didn't TRUST that being me was enough. When I really looked at it (with the help of a coach) I didn't trust myself to be the expert.

The amazing truth is the community can handle a lot more than I gave them credit for. The people who are truly in tune with my work have actually been very responsive and connect with me more. I still take big gulps sometimes when I'm about to reveal big things, but every time I "do it anyway" I am rewarded with new clients, new profitable connections and renewed relationships with others. I trust that I can go out into the world being completely transparent and get results from it.

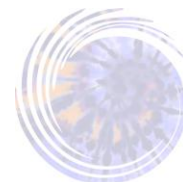
Remember, trust is earned not only by being trustworthy, but also by trusting others.

Expectations

Another, often overlooked, aspect of building trust is in setting expectations. As you read above, consistency is a huge part of filling the trust bucket. Sometimes life, busy schedules, "overwhelm" and other things get in the way of being consistent. Setting expectations allows us to give ourselves a break without letting the trust factor slide. This is key; especially when you believe in inconsistent consistency like I do.

You see, my newsletter is important to me. However, I don't always have an article ready on a specific date of the month. I do a once a month newsletter. If I were to promise that my article would come out on the 15th of every month, then I'd be setting myself up for inconsistency. So, instead I call it a "monthly (or so)" newsletter. This lets people know that they will get a newsletter once a month. At the same time, they know it may not come out on a specific date and, every now and then, I might miss one. I've given myself permission to be flexible and my readers don't expect anything more. So, that's giving them what they expected (inconsistent consistency), which fills the trust bucket.

On the other end of the scale, setting expectations and not following through will quickly empty the trust bucket. This is where you really need to pay attention to your writing. If you put out a newsletter that mentions a contest next month, then you'd better have all the details of that contest lined up next month.



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You'd also better be inviting your newsletter list to jump in as well.

If you promise a downloadable freebie, then you'd better have a link for it that's easy to find once they sign up to receive it. Tell them along the way what they have to do in order to receive that freebie. Give them instructions on where and how to download it. Make sure they know they can also expect to receive your free newsletter with valuable information for them. Set up the expectations, help them through the process and follow through on every promise you make. Those are general rules to live by in life that carry through to all the marketing you do in your business.

Keep your promises!

In conclusion

I challenge you to take a good hard look at your marketing. Are you differentiating yourself? Are you practicing consistency in your marketing? Are you truly transparent? Are you trusting your audience in the way you ask them to trust you? Are you setting expectations and living up to your promises? Take a look at it. Fill up the trust bucket and you'll improve your conversion rate with potential clients.

About the author and Coaches' Marketing Source



K Kristen Beireis is the Trust-Building in Marketing Expert who helps coaches, massage therapists and other life-changers, trust in their uniqueness so what they do and say in marketing stands out

For her work within the coaching industry, Kristen has been recognized as the *2015 Coach of the Year* in the ICF Ohio Valley Chapter of Professional Coaches. Her background as an Educator has given her the skills to translate detail-oriented information for people who struggle with a long list of details. Combine that with coach training and not only do you build a solid marketing foundation, you internalize the learning for a lifetime of success. Through this work of digging in and helping her clients trust themselves, a common phrase is "Marketing can really be THAT easy to get results?"

You are as unique as tie-dye.

When you trust in that uniqueness, marketing is as easy as being you .

Greater trust means a shorter sales cycle, more of the right clients and the confidence that comes from knowing your sales and marketing have integrity because it's in alignment with who you are as a person. Do you want to know where you stand? Visit <http://www.coachesmarketingsource.com/trust.html> and take the FREE Trust Audit today.

