YOUR QUICK TOUR

Evidence before persuasion

People cannot inspect everything before buying. Trust signals help them judge whether the business is clear, capable and likely to keep its word.

Meet Idris and the invisible reliability 3

Understand the four parts of trust 4

Make the offer and price clear 5

Show proof people can examine 6

Answer worries before they become objections 7

Make the business feel real and reachable 8

Align promises, policies and experience 9

Build a simple pre-sale trust path 10

10 business ideas with first tests 11

Your seven-day trust sprint 13

Your pre-sale trust worksheet 14

YOUR FINISH LINE

One clear offer, three relevant proof points, honest answers to the main risks and a low-pressure next step.

01 / MEET YOUR GUIDE

Idris shows the reliability customers could not see

Fictional example: Idris, his meal-prep service, customers and all results are invented.



THE HIDDEN GOOD WORK

Idris uses careful sourcing and delivery checks, but his page shows only attractive food photos and a message asking people to order.

THE VISIBLE TRUST PATH

He adds clear menus and prices, a simple process, dated kitchen photos, permitted reviews, delivery boundaries and an easy question channel.

THE LESSON

Idris did not invent a louder promise. He made real competence, care and limits easier for a new customer to examine before paying.

02 / KNOW WHAT PEOPLE ARE JUDGING

Trust has four practical parts

Different buyers weigh these parts differently. Find the uncertainty that matters most in your category.

COMPETENCE

Can this business do the job? Show relevant skills, process, product quality and examples.

HONESTY

Is the information accurate? State price, scope, limits, ownership, claims and conditions clearly.

CARE

Will the business consider the customer's situation? Explain support, privacy, safety and problem handling.

CONSISTENCY

Will the promise be repeated? Align website, messages, policies, delivery and team behavior.

TRUST QUESTION

What must a cautious new customer believe about our ability, honesty, care and consistency before taking one small step?