

ALL AUDIENCES

Trust-Building Checklist

Audit the signals that help other people believe what you say.

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- My profile clearly explains who I help and how.
 - My About section sounds like a person, not a brochure.
 - I show proof of work, outcomes or sound judgement.
 - My recent activity reflects what I want to be known for.
 - My claims are specific and supportable.
 - My recommendations reinforce my positioning.
 - My tone is useful before it is promotional.
 - My sharing rhythm is sustainable for the next 90 days.

Be relevant. Create impact. Repeat.

