



HOW DO YOU BUILD TRUST ONLINE?

THE TOP 10 WAYS:

1. Truth builds trust. Seek and speak the truth always.
2. Say what you mean directly, clearly. The more the words, the less the meaning.
3. Be clear about your values, what drives the company forward, avoid cliché.
4. Articulate a compelling vision for which your company's heart beats.
5. Always deliver value or go home early.
6. Have a perspective about the business, say it in 15 words or less.
7. Avoid meaningless tweet and social media blasts.
8. Use numbers as much as possible. Quantified info creates interest. (see #7)
9. Don't ever promise something you can't deliver. Period. Ever.
10. Always deliver on your promise. Always.

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