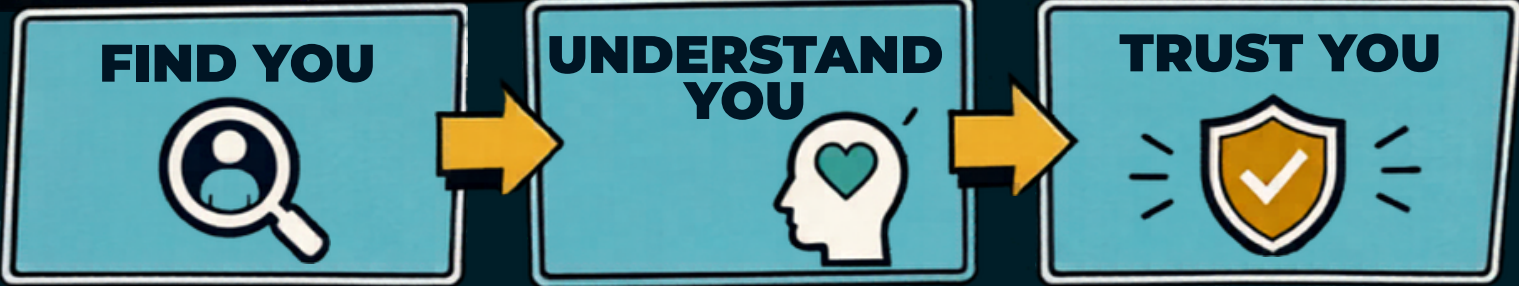







# EP.015 PLAYBOOK

## HOW DO HIGH-TRUST EXPERTS DIFFERENTIATE AND BUILD TRUST IN THE AI ERA?



THAT HAS TO HAPPEN BEFORE THE FIRST CALL.

- 1**  **GENERIC CONTENT EDUCATES. IT DOESN'T DIFFERENTIATE**  
 If you sound like everyone else, prospects have no reason to choose you.
- 2**  **YOUR AUTHENTIC VOICE IS THE ADVANTAGE.**  
 Stories, perspective, tone, and mannerisms create credibility.
- 3**  **VIDEO BUILDS FAMILIARITY FAST.**  
 It lets people feel like they're sitting across from you.
- 4**  **SHORT-FORM WINS ATTENTION. LONG-FORM EARNS TRUST.**  
 Both play different roles in the buyer journey.
- 5**  **MODERN SEARCH IS HUMAN.**  
 People search in phrases, compare across platforms, and look for real signals of trust.



### REAL CONVERSATIONS GIVE FUTURE CLIENTS MORE WAYS TO FIND YOU, UNDERSTAND YOU, AND TRUST YOU.

