

The Trust Signals Blueprint

For experienced entrepreneurs who are ready to become genuinely known without performing, guessing, or starting from scratch.

Here's something I've learned after 20 years of helping people show up on camera:

Most experienced entrepreneurs don't have a visibility problem.

They have a trust problem.

When it comes to creating content, they believe they need to share how much they know. They'll show up with what I call their 'wall of smarts'. But the problem is that they're not sharing what their audience needs to see and believe before they're ready to say 'yes' to their offer.

They're devoting all their marketing energy towards talking about their work and their product without helping their audience go through the mindset shifts and trust building they need in order to be ready to work together.

The Trust Signals Blueprint solves this.

Over two focused Zoom sessions, I'll interview you about your work, your business, and the people you're here to serve.

From that conversation, I'll build a complete map of the exact belief journey your ideal clients need to travel before they're ready to trust you and a customized set of interview questions and prompts so you always know what to say, in any video, conversation, or piece of content you create.

You walk away with a blueprint. Not a theory. A working document you can use immediately.

This won't work for you if...

- You're just starting out and haven't worked with clients yet
- You're looking for a quick-fix content strategy or social media shortcut
- You're not willing to think deeply about who your audience really is and what they're struggling with
- You want someone else to do all the thinking for you

But if you...

- Have real expertise and a track record of helping people
- Know that trust matters more than tactics but haven't had a clear way to build it
- Are tired of guessing what to say and want a system that actually fits you and your market
- Are ready to invest two focused hours and \$997 to get complete clarity

...then this might be exactly what you've been looking for.

Here's what we do together:

Session 1: The Discovery Interview (60 minutes)

We meet on Zoom for a deep, unhurried conversation. I'll interview you about your work, your business, and the people you serve—drawing out the insights, stories, and perspectives that make your approach genuinely distinctive.

You don't need to prepare talking points or have everything figured out. This is a real conversation, not a pitch. The session is recorded so I can work from it afterward.

Most people find this session surprisingly energizing. Being asked the right questions by someone who's actually listening has a way of clarifying things you didn't know you knew.

Between Sessions (Up to two weeks)

I take the transcript from our conversation and build two documents from it:

Your Chain of Beliefs Map. A clear, written breakdown of every belief your audience needs to acquire, in the right order, before they're ready to trust you and work with you. This becomes the strategic foundation for everything you say publicly.

Your Interview Question Set. A customized set of interview questions and prompts, each one mapped directly to a specific belief in your Chain, with hook prompts to open each topic, story prompts to draw out your best examples, and follow-up prompts to go deeper when the conversation calls for it.

No more staring at a camera wondering what to say.

Session 2: The Blueprint Review (60 minutes)

We meet again on Zoom to walk through both documents together. You'll leave this session with a deep understanding of your audience's belief journey and a clear, practical guide for how to talk to them—in video, in conversation, in any format you choose.

This is where it all comes together. Many people tell me this session changes how they think about their entire business, not just their content.

What you walk away with:

- A full recording of both Zoom sessions for your reference
- Your Chain of Beliefs Map—the complete belief journey your audience needs to travel before they say yes
- Your Interview Question Set—customized prompts with hooks, story triggers, and follow-up questions mapped to each belief
- Clarity about what your audience believes and what they need to hear from you
- A guide for how to show up consistently—in any format—without guessing or performing

What this makes possible:

Once you have your Trust Signals Blueprint, two paths open up.

Path 1: You take your Blueprint and run with it yourself. You have everything you need to create content, record videos, or show up in any format—with complete clarity about what to say and why it matters to your specific audience.

Path 2: We move into Mic Drop Moments™ together. I interview you using your customized question set, we capture your best insights on video, and my team edits and distributes them across your platforms—so your presence compounds quietly while you focus on your work.

Either way, the Trust Signals Blueprint is the way to start building deeper trust.

The investment:

\$997

One payment. No retainer. No ongoing commitment required.

You get both sessions, all recordings, and your complete Trust Signals Blueprint—your Chain of Beliefs Map and Interview Question Set—delivered within two weeks of our first conversation.

If you decide to move forward into Mic Drop Moments™ afterward, the \$997 is credited toward your first campaign.

A quick note on why this is a paid engagement:

I used to offer this kind of deep-dive thinking as a free discovery call.

I stopped for one simple reason: the best thinking happens when both people have skin in the game.

When you invest in the Trust Signals Blueprint, you show up differently. You've done the pre-work. You're ready to think. And what we build together in those two sessions is genuinely yours—something you can use immediately, regardless of what you decide to do next.

This isn't a sales call dressed up as a strategy session. It's a real engagement at a fair price.

This is right for you if:

You know that trust matters more than tactics. You understand—at least intuitively—that your audience's beliefs are what move them to act. And you're ready to stop guessing and start showing up with clarity.

You're an experienced entrepreneur. You have something real to offer. And you're ready to become the familiar face to the right people—without performing, without hustling, and without waiting until everything is perfectly figured out.

Here's how to get started:

Step 1: Click the link below to purchase your Trust Signals Blueprint session.

Step 2: You'll receive a confirmation with your intake document and a link to book Session 1 at a time that works for you.

Step 3: Show up for the conversation. I'll handle the rest.

[Yes! I want my Trust Signals Blueprint — \\$997](#)

Trust Signals Blueprint

