## THE TRUST GAP BLUEPRINT

*Help referred prospects see the expert your best clients rave about.*

If you've looked at your online presence through the eyes of a referred prospect, you might have noticed something uncomfortable. Your credentials are easy to find, but the judgment your best clients rave about is much harder to see.

Imagine a client telling a colleague, "You should talk to the person who helped me." They look you up, find your biography and a few thoughtful posts, but never encounter the person their friend described.

That's the Trust Gap. It's the gap between what you know and what you're known for. And the Blueprint is where we start closing it.

You run a high-trust business. Your marketing should build trust too so your prospects will reach out understanding your value and how you think.

You don't have a visibility problem. You have a translation problem.

Your best thinking happens in person, with clients who trust you. But when you try to put it online, you show up with what I call your "wall of smarts." Useful tips and frameworks that might help your audience get smarter, but don't get them closer to calling you.

Referred prospects don't need more proof that you know things. They need the right beliefs to fall into place, in the right order, before calling you feels like the obvious next step.

That's what we map in the Trust Gap Blueprint.

We'll spend 60 focused minutes together on Zoom. First, we'll look at your website and LinkedIn through the eyes of a referred prospect, using your Trust Gap Review or Assessment results if you've completed one.

Then I'll interview you about your work, the clients you serve and the stories that reveal how you think. Before we finish, we'll choose one important belief and work through the questions that bring your perspective to life.

After the call, I'll turn what we've uncovered into your written Blueprint and send it to you within 48 hours. Within 48 hours, you'll know what to talk about, why it matters and where to start. The session is recorded, so you can go back to it.

### What you walk away with

**Your Buyer Belief Map.** A clear, written breakdown of what your ideal client needs to believe, in order, before they're ready to work with you. Use it for videos, sales conversations, keynotes and your website.

**Your Interview Prompt Set.** Custom interview questions, each mapped to one belief, with:

- hook prompts to open a topic
- story prompts to draw out your best examples
- follow-ups to go deeper

No more staring at a camera wondering what to say. No more reading from a script.

**Your first three video plans.** I'll identify three beliefs worth addressing first and give you a clear starting point for a video about each one. You'll know which belief the video is meant to shift, which question can draw out your perspective and what kind of story could make the point real.

So when you're ready to record, you're not choosing a topic at random. You're beginning with three purposeful conversations your referred prospects need to hear.

### Why this works:

Michael Dolan is an executive coach in San Francisco. Before he ever booked a call with me, he'd been watching my videos.

Here's what he said in our very first conversation:

> *"I really appreciated what you've been putting out there and how you show up. When I watch your stuff, it has me feel safe. This is a guy who makes me feel at ease and like I could do it. He brings a lightness and an openness."*

Michael's experience shows what can happen when someone gets to know your thinking before the first conversation.

But how do you decide which thinking to share? That's where the Buyer Belief Map comes in. For example, if a referred CEO believes executive coaching is only for leaders who are struggling, another video explaining your process won't address the real objection.

We need to help them see why strong leaders seek out somebody who will tell them the truth.

That's what we're building for you. So when a referred prospect checks you out, they don't just see your credentials. They get a chance to experience the person their friend has been raving about.

### This is for you if you…

- Are a High-Trust Expert, like an established executive coach or seasoned founder, whose clients need to trust you before they hire you
- Get most of your clients through referrals, and want more of those referrals to turn into conversations

- Are brilliant in the room but invisible online, and more at ease in conversation than on camera
- Want clients who arrive already understanding how you think

### It's not for you if you…

- Are new to coaching and haven't built a client base yet
- Want a social media shortcut or a viral hook strategy
- Want someone else (or AI) to do all the thinking for you

*I build every Blueprint myself. The whole point is to get beneath the generic advice and understand how your best clients think. So I take no more than 10 Blueprint sessions a month. There are 6 places left in November. Once they're taken, the next sessions open the following month.*

### The investment: $97

You get:

- the 60-minute session and recording
- your Buyer Belief Map
- your Interview Prompt Set
- your first three video plans

After our conversation, I'll turn what we've uncovered into your written Blueprint. Within 48 hours, you'll have your Buyer Belief Map, Interview Prompt Set and first three video plans, so you'll know what to talk about, why it matters and where to start.

My promise is simple. If your Buyer Belief Map, Interview Prompt Set or first three video plans feel vague, generic or difficult to use, I'll keep refining them with you until they're clear and practical.

You're not paying for another collection of clever ideas that sits in a folder. You're paying to understand what your prospects need to hear in order to say yes to your offer and where to start.

And if you leave our session feeling it wasn't worth $97, tell me and I'll refund it.

**Build My Trust Gap Blueprint: $97 →**

After payment, you'll go straight to my calendar to choose your session time.

Cheers, Brad

*PS. Before we meet, Google yourself the way a referred prospect would. Then ask: "Would this make them more sure, or less?" If the answer isn't obvious, good. That's the gap we're going to close together.*