TrustLeader 90-Day Starter Guide

Introduction

Thank you for reading the 90-Day Starter Guide to the TrustLeader Framework. The fact that you are reading this tells me that you probably know something is missing in how your business wins, keeps, and grows customers. You've got good people, good products, and a solid sales process — but buyers still hesitate, deals stall, and sometimes you're chosen on price instead of value.

That missing piece? **Trust**.

Trust is no longer a "soft skill" or a "by-product" of good customer experience or service. It's the number one reason buyers choose — or don't choose — you. In today's B2B market, trust is the single most important factor that accelerates sales cycles, strengthens loyalty, and makes your company the obvious choice.

But here's the challenge: Trust doesn't just happen. It has to be earned. And unless you want to leave that to chance, you have to build trust intentionally, systematically, and visibly.

This is what the TrustLeader Framework allows you to do. This **90-Day Starter Guide** is meant to help you get off to the races as quickly as possible. By following this guide as you start implementing the framework, you and your team will be in the next 12 weeks:

- Align leadership around trust as your growth strategy.
- Understand your buyers' fears, goals, and motivations.
- Map the customer journey and fix trust leaks.
- Create clear, consistent messaging your whole team can use.
- Publish your first teaching content that builds buyer confidence.
- Demonstrate reliability and integrity upfront through transparent pricing, streamlined processes, and clear proof.

By the end, you'll have more than internal documents. You'll have live trust signals on your website, in your proposals, and in your sales conversations. Buyers will see them. Your team will use them. And together, you'll have the foundation for extraordinary growth.

This is not about adding more marketing tasks to your plate. It's about making trust the system that runs your business — so you stop competing on price and start leading with confidence.

Let's get started.

Hannah Eisenberg,

Founder of TrustLeader & Author of Lead With Trust

Step 1: Get Your Leadership Aligned Around Trust (Weeks 1–3)

Why it matters: Trust starts at the top — but it also starts by listening. Alignment means not only uniting your leadership team in theory, but also showing your best customers that their voices matter.

Tasks:

- Take the TrustLeader Assessment: Establish your baseline maturity.
- Build Your Trust Roadmap: Use the results, along with the self-reflection prompts in Lead With Trust, to outline where you'll focus.
- Host a book club: Read *'Lead With Trust' together to spark meaningful* discussion with your wider team.
- Watch the "Getting Started with TrustLeader" video (included with the starter kit).
- Run an alignment day: Get leadership in a room to define your trust vision and draft company values. You can run this yourself, or invite TrustLeader to facilitate a full Alignment Day to fast-track results.
- Interview 10–20 top customers: Ask them about their fears, worries, concerns, and how you're serving them today. Listen for trust gaps.
- Make an asset inventory: Gather what you already have (personas, brand guidelines, messaging docs, testimonials, pricing materials).

Deliverables:

- Company-wide alignment on trust as the growth strategy.
- Defined trust roadmap based on your assessment.
- Shared language of trust and first draft of company values.
- Recorded customer insights that directly inform personas, messaging, and journey maps.

Quick Wins:

- Record a short video interview with your CEO or leadership team about why you're committing to lead with trust. Post it on LinkedIn, your blog, and your About page.

- Share 1–2 insights from customer interviews with your broader team — it shows you're listening and creates early buy-in.

Step 2: Understand Your Buyers & Align Sales to the Trust Journey (Weeks 3–6)

Why it matters: Buyer personas and journey maps are not academic exercises. They only matter if they reveal fears, friction, and moments of delight — and if they lead directly to changes in your sales process and marketing assets.

Tasks:

- Research your audience behaviors to gain a deeper understanding of your buyer personas: Select your primary personas (1 or 2) you want to serve the most. What are their fears, worries, and concerns? What goals drive them? What's personally on the line for them if this decision goes wrong? Use customer interviews and tools like SparkToro to research your audience. Where do they hang out? What do they read, follow, or trust? Validate that your personas reflect today's reality, not assumptions from years ago. Then document your findings, e.g., using HubSpot's Make My Persona.
- Map the customer journey: Chart the path buyers *want* to take — awareness → consideration → decision. Highlight points of friction, delight, and hesitation. Note where fears show up and where buyers stall or ghost. For each stage, identify what content, proof, or self-service tool could remove friction or build confidence.
- Audit your sales process: Document your current sales process. Many teams discover they don't actually have one. Compare it to the customer journey: where does it diverge? Where is it built for your convenience instead of the buyer's?
- Identify trust leaks: List where mismatches between your sales process and the buyer's journey cause stalls, objections, or distrust.
- Fix and align: Draft a new sales playbook that aligns with the ideal customer journey. Update CRM stages, plug in the marketing assets you'll need to create, and write a simple SOP so reps know what to change.

Deliverables:

- Deep buyer personas rooted in fears, goals, and motivators.
- Customer journey map with clear trust-building opportunities.
- Sales playbook (draft v1) aligned with the buyer journey.
- List of trust leaks fixed or in progress.

Quick Win: Pick one friction point and solve it immediately (e.g., add a short explainer video at a confusing stage, or create a simple FAQ for your most common objection).

Step 3: Create Messaging & Proof That Build Confidence (Weeks 6–8)

Why it matters: Buyers need clarity and consistency. When your messaging is aligned and reinforced by proof, it shortens sales cycles and eliminates doubt.

Tasks:

- Create your brand script (using StoryBrand if helpful).
- Build a messaging document: Not a draft, but a finished guide. Include:
  - Long, medium, and short messaging blocks.
  - Approved language for website, sales decks, proposals, and customer service.
  - Phrases and words to avoid.
- Develop sales talking points directly from the messaging doc so reps can copy/paste into calls, emails, and presentations.
- Audit your homepage and top landing pages: Use a GPT-powered review to identify trust gaps. Implement at least one fix immediately.
- Update your proposals: Refresh them with new messaging and trust signals.
- Identify and publish social proof: Add testimonials, logos, case stats, or external reviews to your website and proposals.

Deliverables:

- Messaging guide with copy-and-paste-ready language.
- Updated homepage/landing page with clear trust signals.
- Updated proposals aligned with new messaging.
- Social proof assets are published where buyers see them most.

Quick Win: Add 2–3 client quotes or key metrics to your proposals this week. It's a fast, visible boost to credibility.

Step 4: Turn Questions Into Content That Builds Trust (Weeks 8–10)

Why it matters: The fastest way to build trust is to become the best teacher in your market. When buyers see you as the go-to expert, sales cycles shrink, objections disappear, and your brand becomes the obvious choice. This doesn't start with marketing — it starts with your sales team. They hear the questions every day. We simply turn those questions into content that educates and empowers buyers.

Tasks:

1. Create your Master Prompt (instructions included in this starter kit): This is your reusable prompt for ChatGPT or other AI systems. It makes drafting outlines, repurposing content, and maintaining a consistent voice repeatable and straightforward.
2. Appoint or hire a Content Owner: Someone responsible for publishing. (If hiring, use the linked Content Manager job description template.)
3. Learn the basics: Review the "burning questions" framework (cost, potential problems, comparisons, reviews, best options). These are the questions every buyer asks before making a decision.
4. Host your first content brainstorm: Bring sales, marketing, and even customer service into the same room. For your top one or two flagship products or services, list every burning question buyers ask before purchasing.
5. Record your first "80% Video": Interview a salesperson about the 10 most common questions they hear. Record a simple 5–7 minute video answering them clearly. This one video will:
    - Be sent before demos or first calls so prospects show up educated and ready.
    - Build trust early by showing transparency.
    - Save hours of sales time by pre-answering FAQs.
    - Double as an FAQ section on your product/service page.
    - Live on your YouTube channel and be embedded into your site.
6. Update your sales playbook: Add the "80% video" step so reps know to send it before first conversations.

Deliverables:

- Master Prompt for content creation.
- Appointed content owner.
- Brainstormed list of burning questions for your flagship product/service.
- First 80% video live on your website, YouTube, and in your sales process.

Quick Win: Repurpose the answers from your 80% video into an FAQ section on your product page. It's an instant trust signal that makes your site more helpful right away.

Pro Tip: Train your sales team in active listening skills — asking better questions, listening deeply, and capturing the exact fears, worries, and concerns buyers share. This not only improves their sales conversations but also fuels your content pipeline with real, high-impact insights.

Step 5: Show Your Reliability and Integrity Up Front (Weeks 10–12)

Why it matters: Buyers don't take your word for it — they look for proof. Reliability and integrity are invisible until you make them visible. When you publish how you work, explain your values, and show pricing clearly, you reduce fear and build confidence before the first call.

Tasks:

1. Draft your "How We Work" explainer: Create a short page or video that explains what customers can expect from you. Cover communication, timelines, response times, guarantees, and what happens if things go wrong. This isn't just a process — it's proof that you deliver reliably.
2. Build your Reliability Hub: Set up a central place (Notion, SharePoint, HubSpot) where you track and share proof points: on-time delivery %, client satisfaction, case studies, guarantees. This becomes your "second brain" for reliability.
3. Publish a Transparent Pricing Page: Share ranges, cost drivers, FAQs, and context. Transparency here builds massive trust and sets you apart from competitors who hide pricing.
4. Finalize and publish your company values: Take the draft from your Alignment Day and refine it into clear, actionable values. Show not just what you believe, but how those beliefs show up in hiring, onboarding, and client relationships.
5. Integrate into the sales process: Add links to your "How We Work" page, Reliability Hub, and pricing page into your sales playbook so reps can use them proactively.

Deliverables:

- Live "How We Work" page on your website.
- Reliability Hub with proof points.
- Transparent pricing page (draft or published).
- Published company values visible internally and externally.
- Sales playbook update so reps use these proof assets.

Quick Wins:

- Add one transparent FAQ about pricing or process to your homepage or service page this week.

- Post your company values as a short LinkedIn carousel or internal Slack/Teams post — invite comments and stories from employees about how they live those values.

Pro Tip: Buyers feel trust when promises and proof match. Don’t over-polish. Share the real numbers, the real process, the real values. Imperfect but honest beats glossy and vague every time.

90-Day Starter Guide Checklist

Use this checklist to track your progress. Each item represents a tangible trust signal or system you've put in place. By the end of 12 weeks, you'll have a foundation that your team can see, use, and build on.

Step 1: Leadership Alignment (Weeks 1–3)

☐ Completed the TrustLeader Assessment
☐ Built your Trust Roadmap
☐ Hosted a book club around *Lead With Trust*
☐ Watched the Getting Started with TrustLeader video
☐ Ran an Alignment Day (self-led or facilitated)
☐ Drafted company values
☐ Interviewed 10–20 top customers
☐ Made an asset inventory (personas, messaging, testimonials, etc.)
☐ Shared a leadership video or post about your commitment to trust

Step 2: Buyer Insight & Sales Alignment (Weeks 3–6)

☐ Created deep buyer personas (fears, goals, motivators)
☐ Researched audience behaviors (where they hang out, what they trust)
☐ Mapped the customer journey with friction and delight points
☐ Documented your current sales process
☐ Identified trust leaks between the journey and the sales process
☐ Drafted a new sales playbook aligned with the buyer journey
☐ Fixed at least one friction point immediately

Step 3: Messaging & Proof (Weeks 6–8)

☐ Completed a brand script
☐ Built a messaging document (long/medium/short versions, dos & don'ts)
☐ Created sales talking points from messaging
☐ Audited your homepage/landing pages and made updates
☐ Updated your proposals with trust signals
☐ Added social proof (testimonials, logos, reviews, metrics)

Step 4: Teaching Content (Weeks 8–10)

☐ Built your Master Prompt for content creation
☐ Appointed or hired a Content Owner
☐ Hosted a content brainstorm with sales/marketing
☐ Listed the burning questions buyers ask about flagship products
☐ Recorded your first 80% video (10 FAQs answered)
☐ Published your first burning questions article

☐ Repurposed content into posts and email
☐ Embedded video/FAQ on your product/service page
☐ Added video to sales playbook

Step 5: Reliability & Integrity (Weeks 10–12)

☐ Drafted and published your How We Work explainer
☐ Built a Reliability Hub with proof points
☐ Published a transparent pricing page
☐ Finalized and published your company values
☐ Integrated proof assets into your sales playbook
☐ Added at least one transparent FAQ to your site

🎉 When every box is checked, you've built your baseline trust foundation. Buyers can see it. Your team can use it. And you're ready to move from cognitive trust → relational trust → transformational trust.

Congratulations! 🎉

You've just completed your first 90 days of building with the TrustLeader Framework. In only three months, you and your team have:

- Aligned leadership around trust as the growth strategy.
- Listened to customers through interviews and surveys.
- Documented your buyers' fears, goals, and journey — and mapped your sales process to match.
- Created clear, consistent messaging that shows up on your homepage, proposals, and sales conversations.
- Published trust content — your first "burning questions" article and 80% video.
- Made reliability and integrity visible with a "How We Work" explainer, company values, and transparent pricing.

Those are real trust signals now living in your business. Buyers can view them, sales teams can utilize them, and your team can build upon them.

What's Next?

This is just the beginning. You've built your foundation of cognitive trust — competence, reliability, integrity. The next phase is to deepen relational trust (empathy, respect, benevolence) and ultimately move toward transformational trust (shared values, empowerment, ethical leadership).

But don't stop here. Momentum is everything.

Your Next Step: TrustLeader Alignment Day

The fastest way to build on your 90-day progress is with a TrustLeader Alignment Day.

- Bring your leadership, sales, and marketing together.
- Get outside facilitation to push past internal roadblocks.
- Define your Trust Vision and next 12-month roadmap.
- Walk away energized, united, and equipped to move from baseline trust to extraordinary trust.

👉 **[Schedule your TrustLeader Alignment Day here]**

Keep Listening. Keep Teaching. Keep Building Trust.