

EARN TRUST. LOOK CREDIBLE. MAKE MORE MONEY.

Or, a fancy worksheet.

WEBSITE DESIGN

BUY OWN DOMAIN NAME

DOMAIN REGISTRAR: _____

URL: _____

USERNAME: _____ PASSWORD: _____

EXPIRES: ____/____/____

OBTAIN QUALITY LOGO

UPLOAD FAVICON

DIMENSIONS: 16 x 16px (normal) and 32 x 32px (retina)

REMOVE CHEESY AWARDS + BADGES

DISPLAY THIRD PARTY LOGOS

SHOW OFF TESTIMONIALS

USE CONSISTENT VISUAL THEME

AVOID AMATEURISH FONTS

NO: Comic Sans, Brush Script, Lucida Handwriting, Papyrus

DITCH POPUPS

WEBSITE CONTENT

WRITE A PERSONAL HISTORY

REVEAL A FAMILY/CHILDHOOD PHOTO

UTILIZE REAL EMPLOYEE PHOTOS

BLOG IN DETAIL ABOUT WHAT YOU KNOW

AVOID JARGON

LEAVE DATES ON POSTS

PROOFREAD WITH PASSION

PLUGINS FOR WORDPRESS: Jetpack's 'After The Deadline'

INTERVIEW THE 'EXPERTS'

POSSIBLE PEOPLE: _____

GIVE AWAY SOMETHING DELIGHTFUL

OPT-IN GIFT IDEA(S): _____

PROMINENTLY PUBLISH HOURS/ADDRESS

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SOCIAL MEDIA

- POST SOMEWHERE REGULARLY

NETWORK(S) TO FOCUS ON: _____

- SHARE AUTHORITATIVE CONTENT
- UPLOAD PROFILE PHOTO
- ACTUALLY CHAT ON TWITTER
- SIGN UP ON LINKEDIN
- ADD DESCRIPTIONS TO ALL PINTEREST BOARDS
- PIN CONSISTENT IMAGES
- KEEP PINTEREST BOARDS PROFESSIONAL

EMAIL

- SET UP DOMAIN-BASED EMAIL ADDRESS
- USE A SIGNATURE
- CLEAN, ORDERLY FORMATTING
- MIND YOUR "HI'S" AND "BYE'S"

- USE FULL FIRST & LAST NAME

SALES

- DON'T OVERPROMISE
- REPUTABLE PAYMENT PROCESSOR
- SHIP FAST/INSTANT DOWNLOADS
- OFFER GUARANTEES
- RARELY USE SOCIAL MEDIA TO SELL
- APOLOGIZE WHEN THINGS GO WRONG

ETIQUETTE

- BE NICE
- RESPOND PROMPTLY
- PROMOTE OTHERS
- COMMENT ON OTHER BLOGS
- GIVE SURPRISES/FREEBIES

I WILL GIVE: _____

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Extra Credit!

💡 MORE TRUST-BUILDING IDEAS FOR...

MY WEBSITE DESIGN:

MY EMAILS:

MY WEBSITE CONTENT:

MY SALES PAGES + PROCESS:

MY SOCIAL MEDIA PRESENCE:

MY ONLINE ETIQUETTE: