

# The Trust Strategy

Alright, folks, listen up! Let's talk about sales. Yeah, sales. I know, I know – just hearing the word makes you wanna run for the hills, right? Whether it's the CEO or some poor schmuck cold-calling from God-knows-where, the reaction's the same: "Sales? No thanks, buddy."

But here's the kicker – we're all in sales. Every last one of us. We're selling our ideas, our visions, our dreams. We're hustling to make our lives and our families' lives better. It's a big ol' sales pitch, whether you wanna admit it or not.

So, how do we stop being those sketchy, untrustworthy salespeople? Well, buckle up, 'cause here comes the Trust Model – it's like a breath of fresh air in a room full of used car salesmen.

## 1st Principle: Give without Chains

Here's a wild idea: give something without expecting anything in return. Shocking, right? But it works. Offer help, share ideas, make connections – just because. No strings attached. People will trust you more, and they'll remember you.

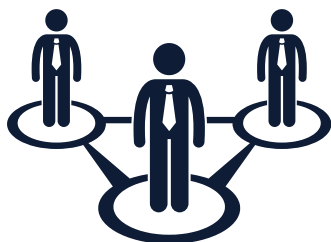


## 2nd Principle: Come Bearing Gifts

Want to grow? Give stuff away. Look at HubSpot – they hand out free accounts like candy. It's not charity; it's strategy. Whether it's a freemium product, free education, or a nice dinner, give people a taste of what you offer.

## 3rd Principle: Be the Best of Breed

Be so damn good at what you do that people can't help but rave about you. Your network should be your hype squad, shouting your praises from the rooftops. If you're not there yet, get there.



## 4th Principle: The Abundance Principle

This one's a toughie: believe that we can all win. Yeah, you heard me. Business isn't a zero-sum game. When we collaborate and innovate, everyone benefits. You, me, the market – we can all be winners if we think big enough.

## 5th Principle: Be Open to Collaboration

See everything for what it is. Even your so-called competitors can be allies in the quest to solve big problems. The truth is, most businesses are too busy figuring out who they are to actually compete with you. Work together and watch the magic happen.



So, there you have it. This isn't some fluffy, pie-in-the-sky nonsense. It's real, and it works. Stop selling. Start solving problems, building trust, and creating value. It's not easy, but hey, nothing worth doing ever is. Get out there and make it happen!