

How to Get Your Audience to Know, Like, and Trust You

Elevate Your Sales, Cement Customer Loyalty, and Create an Irresistible Brand



Student Course Book

Table of Contents

Introduction.....	3
Module 1 - Discover the Power of Know, Like, Trust.....	6
Lesson 1: Decipher the Core Concepts.....	7
Lesson 2: Leverage Emotional Intelligence for Success.....	
Module 2 - Get to Know Your Audience First.....	
Lesson 1: Who Are You Speaking To?.....	
Lesson 2: Master Your Audience's Language.....	
Module 3 - Amplify Your Brand to Get Known.....	
Lesson 1: Shape Your Brand Identity.....	
Lesson 2: Select Impactful Visibility Channels.....	
Module 4 - Cultivate Likability and Engagement.....	
Lesson 1: Enhance Your Likability Factor.....	
Lesson 2: Spark Engaging Interactions.....	
Lesson 3: Integrate Core Values into Your Business.....	
Module 5 - Build Unshakeable Trust.....	
Lesson 1: Why Should People Trust You?.....	
Lesson 2: Choose Trust-Building Strategies.....	
Module 6 - Build Your Know, Like, Trust Action Plan.....	
Module 7 - Next Steps.....	

Introduction

In the ever-changing world of small business, there's one essential factor that can turn the tide in your favor – the combination of Know, Like, and Trust.

Gone are the days when we made purchases solely through face-to-face interactions, relying on personal recommendations and local businesses. The surge of online selling has shifted the landscape, sometimes causing sellers to forget the power of the personal touch.

The intertwined principles of Know, Like, Trust serve as a reminder that no matter how you sell, these elements are the foundation for building lasting and profitable relationships.

Potential customers need to know you exist and what you're all about. Then they need to determine whether they like what they see. Finally, once they know and like you, they need to trust you. Only then can you expect them to become loyal customers.

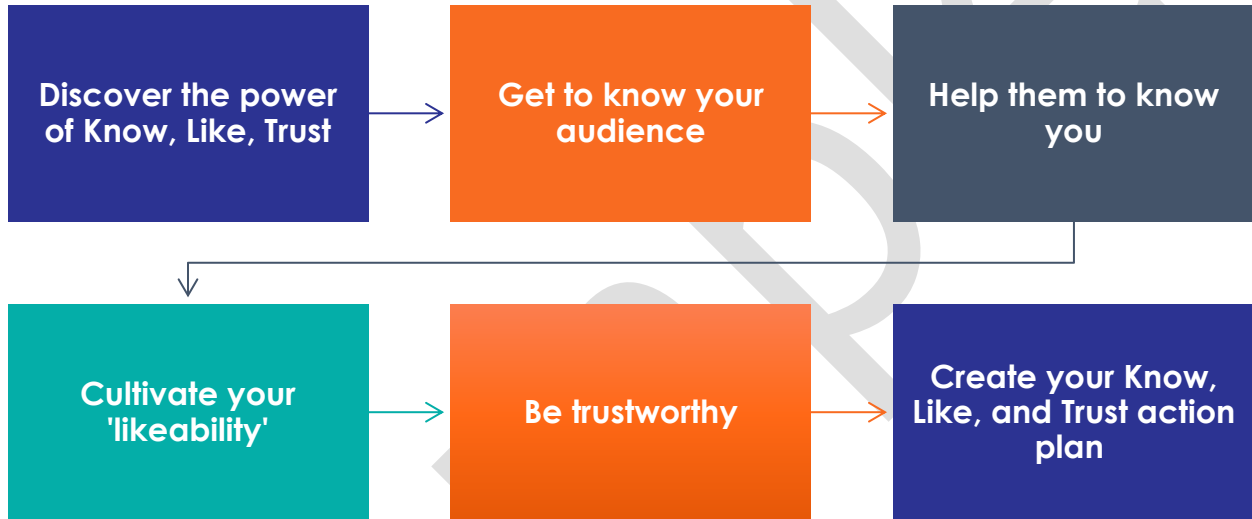
As you focus on building relationships with your customers, you get to know them and their needs. Show them that you understand and can address their challenges and build trust through your words and actions.

If you find yourself struggling to attract, convert, and retain customers, the Know, Like, Trust Factor might be the key you've been looking for.

In this course, you'll go step-by-step through integrating Know, Like, Trust into every aspect of your business. You'll learn how to shape an authentic brand identity that resonates with your audience and engages leads powerfully. And you'll discover trust-building strategies that showcase your credibility and reliability, leaving consumers eager to work with you.

By the end of the course, you'll have a targeted Know, Like, Trust action plan in place. This blueprint will empower you to enhance customer relationships and steadily grow your business.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Discover the magnetic pull of the Know, Like, Trust Factor in your business and how emotional intelligence underpins its success.
- Dive deep into the minds of your audience so you can speak their language and effortlessly capture their attention amid the noise.
- Craft a compelling brand identity, pinpointing visibility channels that will have your ideal audience gravitating to you as their obvious choice.

- Amplify your likability, using proven engagement strategies that transform casual interactions into loyal customer relationships.
- Unlock the benefits of building trust and implement practical tactics that make trust the cornerstone of your thriving business.
- Chart your course to success with laser-focused metrics and a step-by-step action plan that turns each Know, Like, Trust principle into tangible results.

This course is broken down into 7 major modules and individual lessons to take you step-by-step through how to effectively promote the Know, Like, Trust Factor in your business to grow your customer base.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 - Discover the Power of Know, Like, Trust

In this first module, you'll explore the significance of the Know, Like, Trust factor in your business. Additionally, you'll determine the importance and benefits of cultivating the emotional intelligence which underpins its success. These steps will provide a solid foundation to keep you focused on putting Know, Like, Trust into action.

- **Lesson 1: Decipher the Core Concepts**
- **Lesson 2: Leverage Emotional Intelligence for Success**

Lesson 1: Decipher the Core Concepts

Benefits of Know, Like, Trust (or KLT for short)

Focusing on integrating these three components into your business creates a strong foundation for your long-term growth.

Successful business is about building lasting relationships with your customers. KLT will help you get there through the following:

Increased sales	Customers more likely to buy or have long-term relationship
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Customer loyalty	Customers more likely to return and recommend business
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Positive reputation	Build positive reputation to attract new customers
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- **Increased sales.** Customers who have a positive relationship with a business are more likely to purchase or engage in a long-term business relationship.
- **Greater customer loyalty.** Customers who trust a business are more likely to return for future purchases and recommend the business to others.
- **Enhanced reputation.** A business with a strong KLT Factor is more likely to have a positive reputation, which can attract new customers and increase overall business growth.

Know, Like, Trust works for all businesses. It has particular advantages for service businesses like coaching or consulting, where client investment is often relatively high. In these fields, it's more challenging to pinpoint the real, tangible benefits for your potential customers. The more you increase the KLT Factor, the better.

Let's look at an overview of each principle:

Know

Before someone buys from you, they need to know who you are, what you offer, and how it will benefit them.

Therefore, the Know in the context of Know, Like, Trust means raising their awareness of your brand and what makes you unique. It's the first step in building a long-lasting relationship.

Make it easy for your target market to get to know you by sharing valuable content, such as blog posts, social media posts, podcasts, or videos.

Like

Consumers prefer buying from brands they like. But remember, people's tastes differ, so you won't get everyone to like you.

Likability in the context of Know, Like, Trust starts with being open and honest, staying true to who you are, and sharing your personality with your followers.

Show you're a human being and not a faceless corporation. Share your brand values, be authentic, and engage with your ideal customers to make your brand likable.

ATTENTION:

This is only an excerpt from our full course **How to Get Your Audience to Know, Like, and Trust You**. The full, customizable course contains 7 major modules including lessons and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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