

# BUILDING BRAND TRUST THROUGH MARKETING AUTHENTICALLY!

## be reliable

### Keep the promises YOU make



If you say you are going to do something do it! This is not just for your clients, this is also about the promises you make to yourself. Finish what you start by creating daily routines and processes within your business.

## be consistent

### Show what YOU truly stand for



Show up even when people are not watching, liking, commenting, sharing or engaging. Become so focused on watering your own grass, others come and ask you how you can help them do it!

## be honest

### Speak YOUR truth



The context of your life informs your beliefs in what you do and the actions you take. If you cannot be yourself and always compromise, others cannot see if you are truly for them and how you fit into their world.

## be open

### Share YOUR thoughts and opinions



Be willing to go to the place's others won't by asking real questions and being controversial even when most don't think the way you do. This sparks debate and debate leads to people thinking differently.

