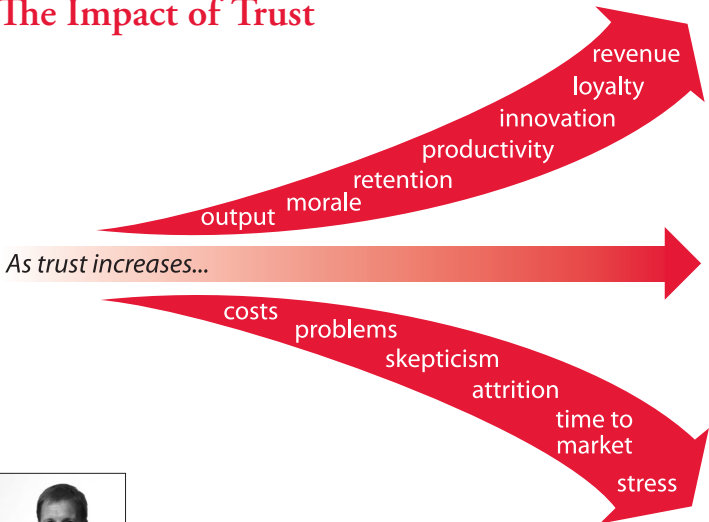


WHY TRUST?

TRUST is _____.

THE TRUST EDGE is the _____
_____ gained
when others confidently believe in you.

The Impact of Trust



“Everything of value
is built on **trust**, from
financial systems to relationships.”

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8 PILLARS OF TRUST

“Trust is a **bottom-line** decision.”

1 | C _____
People trust the clear and mistrust the ambiguous.

2 | C _____
People put faith in those who care beyond themselves.

The LAW of Compassion:

L _____ A _____ W _____

3 | C _____
People notice those who do what is right over what is easy.

4 | C _____
People have confidence in those who stay fresh, relevant, & capable.

5 | C _____
People believe in those who stand through adversity.

6 | C _____
People want to follow, buy from, and be around friends.

7 | C _____
People immediately respond to results.

8 | C _____
People love to see the little things, done consistently.

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