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Six Ways To Build Trust

By Larry Johnson

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by
Larry Johnson

Building trust and confidence in your buyer is very important if you are going to make that sale online. Here are some great ideas that will add a great deal of confidence in your site.

— Who are you ?

Give as much information as you can regarding who you are. How long you have been in business? If you can provide a picture and short autobiographical sketch of yourself...especially details that relate to your online qualifications and credentials.

— How do I contact you ?

Do you have a brick-and-mortar operation ? If so, let's see a picture of the building together with it's exact mailing address, fax number, phone number, and e-mail address. If you have staff members, include them in the picture.

— How will you use my information?

Six Ways To Build Trust

What is your privacy statement regarding my personal information ? How will you use the information that I provide you as a customer?

Give them some assurance on your "Privacy Page" that their information is safe with your company...that it will never be shared with others for any reason.

--- Is my transaction online safe?

Your orders should all be processed over a secure server. Tell the customer how they will know that this is the way you take orders and how they will

know by looking for "https" in the URL at the order page.

Always give them other ordering options including fax and especially telephone orders. Customers feel very reassured talking with a real, live person when ordering online.

--- Testimonials page ?

If you have some testimonials from former customers, show them to us on a separate page of your site. Be sure to protect those people who make testimonials and only share their contact information with their permission.

--- FAQ section ?

Most sites have a number of typical, repeat questions. You may cover most of these by including an FAQ page on your site. It sure does cut down a lot on those messages that you have answered a hundred times.

Another way you can save some time and effort, is by setting up f*ee autoresponders which will answer most relevant questions.

Having as much information about you, your business, and contact details are all a part of providing your customer a safe, trustworthy and reliable means of doing business with someone online.

-- Larry Johnson
<http://www.BizSiteBiz.com/>

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Trusting Yourself and Others

By Yasmeen Abdur-Rahman

How come, as women, we always second-guess ourselves? Are we not confident to choose a mate that has the characteristics of what we yearn for or start and operate a business that we have a passion for? Who can you trust?

For most of my teenage and adult years, I'd sit in front of my computer going over a wish list of things to accomplish before growing old. Unfortunately, others tried to degrade my dreams, dissolve my opinions, and demean my competency. My self-esteem was not as high as it should be after achieving numerous awards in high school and business school. Despite the ongoing negativity from nay-seers, life goes on. Can you relate? There is always someone lurking in the wind saying who does she think she is?

Trusting yourself to others is tough if you grew up around negative individuals. Did you grow up around people that never expressed their thoughts openly and honestly? Again, whom can you really trust?

Trust is a five, letter word but it has many definitions. My definition of trust is: having faith, belief and conviction of someone or something. Trust is a word that carries the weight of a dump truck.

In our personal lives, we trust our husbands, boyfriends, family and friends. We trust that others will love us and treat us with dignity and respect. We trust that they will support and appreciate our thoughts and beliefs regardless of their personal beliefs. We trust them with our hearts and inner thoughts. If that trust were broken, whom would you go to confide your thoughts to?

In our business lives, we build relationships with other entrepreneurs in order to grow our businesses and become successful. We meet people from different cultures and industries that we trust will

Six Ways To Build Trust

support us in our endeavors. However, when we mistrust a business partner, we tend to build a wall around ourselves because that hurt is like losing a good friend.

How many people do you trust with your inner thoughts? Take time out to keep those that are trustworthy in your circle by planning monthly outings, weekly phone chats, or create and deliver handwritten letters. Since its hard establishing trust in your life, it would be beneficial to acknowledge why you became trusting in the first place. More importantly, trust in God first and man second.

This article was written by Yasmeen Abdur-Rahman, Lifestyle Entrepreneur Coach and owner of The Brownstone Workshop in Cary, North Carolina. For a free consultation, contact Yasmeen at 919-319-6271 or via email

and view a detailed description of all services

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