

The Trust Trigger Script Pack

7 ps

People don't buy products. They buy people they trust. These 7 triggers are rooted in buyer psychology and proven in online sales. Use them in your posts, DMs, and conversations to build credibility fast — **even if you're starting from zero.**

AUTHORITY POSITIONING

01

You become the expert the moment you speak like one

- Most people wait to be seen as an expert before they act like one. Flip it. Post about what you know with confidence — not what you're still learning.

USE THIS

"In 2 years of building income online, the #1 thing I've learned is this: the people who win are the ones who start before they feel ready. Here's what I know works — [share your tip]."

VULNERABILITY LOOP

02

Sharing your struggle makes people trust you faster than sharing your success

- Perfection creates distance. Honest struggle creates connection. People buy from people they relate to.

USE THIS

"Two years ago I was living paycheck to paycheck, wondering if I'd ever have financial freedom. I'm sharing this because I know some of you are exactly where I was. And I want you to know — there's a way out."

SOCIAL PROOF STACKING

03

One testimonial is nice. Three in a row is unstoppable

■ Don't just post one win. Stack them. A pattern of results is far more convincing than a single success story.

USE THIS

"This week: Sarah landed her first client. Maria launched her site. Tina made back her investment in 9 days. This is what happens when you stop waiting and start. ■"

SPECIFICITY TRIGGER

04

Vague claims create doubt. Specific details create belief

■ Don't say "I help people make money online." Say exactly what, how much, and how fast. Specificity signals credibility.

USE THIS

"I helped a 3rd grade teacher in Texas build her first digital income site in 4 days. She sent her free resources text to 22 people. 3 replied. 1 bought. That's \$997 from a text message."

SCARCITY FRAMING

05

What's limited is perceived as valuable — and people act faster

■ Artificial scarcity feels manipulative. Real scarcity — limited coaching spots, your actual time — is honest and effective.

USE THIS

"I only take 3 done-for-you clients per month because I personally coach every single one. I have 1 spot left for June. If this is speaking to you — DM me today."

THE FUTURE SELF MIRROR

06

Help them see who they'll become — not just what they'll get

■ People don't buy a \$3K package. They buy the version of themselves who has freedom, income, and options. Sell the transformation.

USE THIS

"Imagine waking up next summer — no alarm, no classroom, no financial stress. Your site is running, your clients are buying, and you're spending real time with your kids. That's not a fantasy. That's what this is built for."

THE INSIDER REVEAL

07

Sharing what "most people don't know" makes you the trusted guide

■ When you reveal something surprising or counterintuitive, people lean in. You become the person who tells the truth others are too afraid to say.

USE THIS

"Nobody tells you this, but you don't need a big following to make money online. My best clients had under 200 Facebook friends. What you need is the right offer, the right message, and the courage to send it. That's it."

The goal is never to trick anyone. These triggers work because they're true — your story is real, your results are real, your scarcity is real. When your message is authentic, these triggers amplify it. When it's not, people can tell. Always lead with truth.