



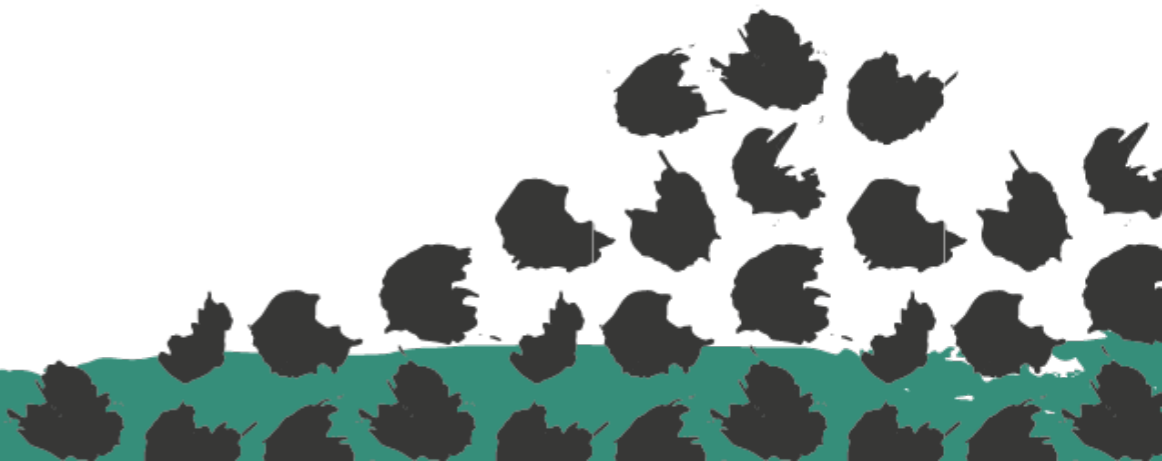
Kim Hartz   
CONSULTING

MODULE #2

The Trust factor



Why is trust so  
important?



TRUST LEADS TO:

Referrals

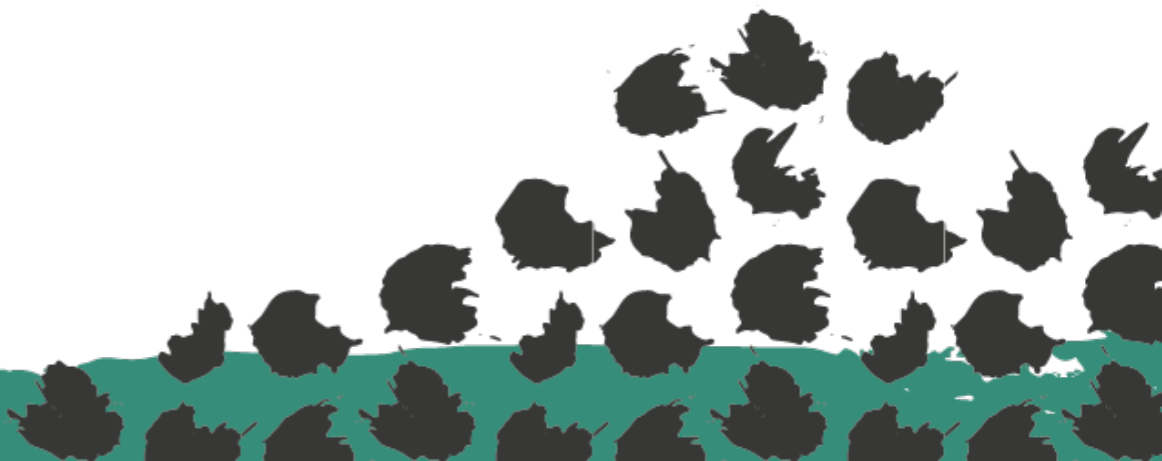
Free Marketing

Repeat customers

Increased sales



# How to Build Trust



What are your clients fears?

Their wants?

Their needs?



HOW DOES YOUR PHOTOGRAPHY FIT INTO THEIR  
DAILY LIFE?



TO HAVE CLIENTS WITH A HIGH LEVEL OF TRUST AND  
PEOPLE WHO BELIEVE IN OUR BUSINESS, WE HAVE TO  
GO WAY PAST JUST THE DEMOGRAPHICS



*Connect with your Client*







# *Keys to Connecting*



“The keys to brand success are self-definition, transparency, authenticity and accountability.”

– Simon Mainwaring



BE REAL



REMEMBER YOUR AUDIENCE



# SET EXPECTATIONS



ADD VALUE



YOUR CLIENT'S:

values

beliefs

interests



# Review

Building trust is key to having happy clients that lead to referrals & repeat customers

We need to be able to address their fears, wants, & needs in order to serve them better as well as build trust

Follow the keys to connecting with your clients

