01

FRAMEWORK · PART ONE · CLARITY

THE FOUR THINGS EVERY BUYER NEEDS TO BELIEVE

Before anyone engages a firm, they run a quiet checklist.
Evidence each one, and the trust follows.

THE FOUR TRUST DRIVERS

WHAT A BUYER CHECKS BEFORE THEY COMMIT

Understand the buyer

01

You clearly get their world, their context, pressures, and the specific problem you solve for them.

Clarity of value

02

Buyers don't buy services. They buy the value delivered to their business, the impact you make.

Proven track-record

03

Have you done this before? What changed? Proof is the currency of the trust-building process.

Capability to deliver

04

Faith that your people are capable, and committed to actually solve their problem.

EXAMPLE

THE ANXIOUS OWNER

Understand the buyer	“We know cash flow keeps owner-operators up at night.”
Clarity of value	“We don’t file returns. We give you back your weekends and a clearer picture.”
Proven track-record	“We moved this client from cash flow panic to a 90-day forecast they can trust.”
Capability to deliver	“Here’s the actual advisor you’ll work with and how they approach forecasting.”

EXAMPLE

THE GROWTH-MINDED FIRM

Understand the buyer	“We know a $3m business has different problems than a $30m one and we don't treat them the same.”
Clarity of value	“We don’t do compliance. We help you identify which lever to pull next quarter.”
Proven track-record	“We took this client from a base report to a board-ready dashboard in 60 days.”
Capability to deliver	“Here’s the actual advisor you’ll work with and what they can do.”

EXAMPLE

THE EXIT-FOCUSED CLIENT

Understand the buyer	“We know you're not building this to keep it. You're building it to sell.”
Clarity of value	“We make your numbers tell the story a buyer will trust.”
Proven track-record	“We have successfully guided over 100 clients through due diligence.”
Capability to deliver	“Here is the advisor who's actually sat on the both sides of an acquisition.”

02

FRAMEWORK · PART TWO · MESSAGE

PEOPLE, PROCESS, IMPACT

The repeatable structure that turns “why you should trust us” into specific, believable messages your whole firm can use.

FROM CLAIM TO MESSAGE

TURN A FLAT CLAIM INTO SOMETHING BELIEVABLE

THE CLAIM

"Manufacturing expertise. A disciplined start. Clearer decisions from day one."

PEOPLE	"You'll work with Ana, who's guided 40+ manufacturing businesses."
PROCESS	"A 90-minute onboarding maps your numbers before we touch a single return."
IMPACT	"Clients get better insights from day one."

03

FROM CLARITY TO MESSAGE

YOUR TURN

THE .... CLIENT (think about your ideal client)

Understand the buyer ".."

Clarity of value ".."

Proven track-record ".."

Capability to deliver ".."

FROM CLAIM TO MESSAGE

TURN A CLAIM INTO SOMETHING BELIEVABLE

PEOPLE	"……………………………………"
PROCESS	"……………………………………"
IMPACT	"……………………………………"

→

THE CLAIM

"……………………………………………………"

TAKE IT BACK TO YOUR TEAM

THE ONE-PAGE PLAYBOOK – FROM IDEA TO TRUST

1 Pick one buyer

Choose the single client type you most want more of.

2 Name their problem

Write it in their words, not your service names.

3 Evidence the four drivers

Understand · Value · Proof · Capability.

4 Write People / Process / Impact

One believable line for each pillar.

5 Make one thing memorable

A single sticky idea, with AI's help.

6 Ship it Monday

Homepage line, one post, one case study.

THE ONE THING TO REMEMBER

DON'T ASK FOR TRUST.
GIVE A REASON TO GRANT IT.

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WE DO B2B