

Welcome video

Video Length: 5-7 minutes

[CAMERA: Natural lighting, casual but professional. You're excited but not hyped.]

HOOK (0:00-0:30)

Hey! Marcio here.

You just signed up for The Trust Gap course—and I need to tell you something important.

Over the next 5 days, you're going to learn why experienced coaches with amazing expertise stay stuck below \$20K/month...

While "less qualified" coaches seem to charge more, win bigger, and make it look effortless.

And more importantly—you're going to learn exactly how to fix it.

But first, you need to understand what The Trust Gap actually is.

THE TRUST GAP EXPLAINED (0:30-2:00)

Here's what most coaches don't understand:

There's a gap—a trust gap—between every business and every consumer.

That's normal. That's always existed.

[PAUSE]

But something changed.

That gap is now WIDENING. Every single day.

Thanks to AI-generated scams... endless "experts" with no real results... hyper-realistic fake testimonials... information overload... economic stress...

People are more skeptical than ever before.

And here's what makes this a crisis for coaches:

The coaches who ALREADY have trust? They're winning bigger and faster.

Alex Hormozi launches a book → \$100 million in 10 days.

Meanwhile, experienced coaches with great expertise launch programs → 7 sales.

It's not about skill. It's about trust.

[PAUSE]

And if you're not building trust systematically TODAY, tomorrow will be harder.

Because the gap keeps widening.

The coaches with trust win bigger. The coaches without trust fall further behind. Every. Single. Day.

THE 3 BIGGEST MISTAKES (2:00-4:30)

Now, there are 5 mistakes that crush trust—and I'm going to send you all of them in tomorrow's email.

But let me give you the 3 biggest ones right now so you understand what we're fixing:

Mistake #1: Sales Before Trust

You're asking people to book a \$3,000 call before they trust you.

That's like asking someone to marry you on the first date.

It doesn't work. And it's why your leads ghost you.

Mistake #2: Generic Positioning

You're positioning yourself as a "business coach" or "life coach"—the same as 47 other people.

And when you blend in, you compete on price.

That's why you can't charge premium fees.

Mistake #3: Simple Lead Magnets

You're giving away one-page PDFs that look exactly like everyone else's.

So leads download it, forget about you in 48 hours, and move on.

That's why your pipeline feels empty.

[PAUSE]

Now here's the thing:

These mistakes don't just hurt your conversions.

They CRUSH the three pillars of trust: your competence, your benevolence, and your integrity.

And tomorrow, I'm going to break down all 5 mistakes and the science of trust—using the Mayer, Davis, and Schoorman trust model.

So you'll understand exactly WHY you're stuck. And exactly how to fix it.

WHAT'S COMING (4:30-6:00)

But understanding the mistakes is just Step 1.

Over the next 5 days, here's what you're getting:

Day 1 - STOP: All 5 trust-crushing mistakes and the science of why they keep you stuck

Day 2 - START: The Mini-Launch Method—how to test what pain points get attention instead of guessing and wasting weeks

Day 3 - SPEED: The Free Coaching Course Framework—how to speed up sales by slowing down to educate (this is how Robbie Crabtree grew from \$10K to \$80K monthly recurring revenue)

Day 4 - SELL: How to pitch naturally inside your free course—so every lesson becomes a sales opportunity without feeling salesy

Day 5 - SCALE: The Repackaging System—how to do more by repackaging your offers into workshops, webinars, 1:1s, and whatever new mechanism starts trending

Each day: 1 concept. 1 framework. 1 action step you can complete in under 10 minutes.

No fluff. No theory. Just practical systems you can implement immediately.

THE PROMISE (6:00-7:00)

By the end of these 5 days, you'll have:

A complete system to build trust systematically—so it compounds daily

5 frameworks you can use immediately to close the Trust Gap

A clear understanding of why working harder STOPPED working

And here's what I want you to understand:

It's not because you're bad at marketing.

It's not because you need a better niche.

It's because you've been using systems built to buy clicks—not build trust.

And once you understand that, everything changes.

NEXT STEPS (7:00-7:30)

Here's what happens next:

1. Check your email RIGHT NOW—you should have Day 0 waiting with the full overview
2. Tomorrow morning, you'll get Day 1: All 5 mistakes and the science of trust
3. Every day after that, you'll get one framework

Here's my ask:

Don't just read these emails. Actually DO the 10-minute action steps.

Because the Trust Gap is widening.

But the coaches who learn to build trust systematically? They're going to win bigger than ever before.

You just took the first step.

See you tomorrow morning.

And hey—if you have questions as you go through this, just reply to any email. I read every single one.

Talk soon.

[END]

DAY 2: START

None

Subject: START: Test First, Build Second

Sub-Text: The Mini-Launch Method (validated with \$74.45)

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Hey there!

Welcome to Day 2 of The Trust Gap.

Yesterday, you learned the 5 mistakes crushing trust.

Today, you're getting the fix for Mistake #5: Guessing what works.

Because here's the truth: In today's hyper-distracted world, you can't GUESS what gets attention.

You have to TEST it.

Let's dive in.

The Attention Problem

Before anyone trusts you, they have to NOTICE you.

And that's harder than ever because:

- 5.1 million new businesses registered in 2024
- The average person consumes 34GB of content daily
- Your ideal client sees 47 other coaches saying similar things

So the first hurdle isn't building trust.

It's breaking through the noise.

And you can't guess your way through noise.

START: The Mini-Launch Method

Here's how Premium Coaches do it differently:

They TEST small, fast, and cheap—and let real strangers tell them what actually gets attention.

The shift:

- Old way: Idea → Build → Launch → Hope → Start over when it flops
- New way: Idea → Test → Build only what's proven → Launch with confidence

This is the Mini-Launch Method.

How It Works (3 Steps)

Step 1: Isolate One Variable

Don't test your entire offer. Test ONE thing at a time.

Examples:

- Pain points: "Which problem gets the most clicks?"
- Outcomes: "Which result do people want most?"
- Offer names: "Which title sounds most valuable?"

Step 2: Create a Simple Test

You don't need a fancy landing page or expensive ads.

Just create a simple mockup and see if anyone clicks.

Example - Testing Pain Points:

Create 5 simple images with different pain statements:

- "Stuck at \$10K/month despite working 60 hours/week?"
- "Leads download your stuff and ghost you 48 hours later?"
- "Can't charge premium prices because you're seen as 'generic'?"

Post them organically on LinkedIn. See which gets the most engagement.

That's your winner.

Step 3: Build What's Proven

Now that you KNOW which pain point gets attention, build your marketing around it.

You just saved yourself weeks of guessing wrong.

Real Example: How We Tested This Course

Before creating this email course, we tested it with \$74.45 in Meta Ads over 5 days:

- 15,282 people saw our tests
- 190 clicked (1.24% CTR)
- We tested 12 different headlines, 9 names, 5 images

Result: We found a winning combination that proved people wanted this course BEFORE we spent weeks writing it.

That's the Mini-Launch Method.

Test small. Build only what's proven.

Why This Matters for Trust

Testing isn't just about efficiency.

It's about INTEGRITY—one of the 3 trust pillars.

When you test with real people, you're saying:

"I care enough to make sure I'm solving YOUR actual problem—not the problem I THINK you have."

That builds trust before you even ask for the sale.

⏱ 10-Minute Action Step:

Pick ONE thing to test this week:

1. Write down 5 different pain points your ideal customer has
2. Turn each into a simple statement (under 15 words)
3. Post them as separate LinkedIn posts or Instagram stories
4. Track which gets the most engagement (comments, DMs, clicks)
5. That's your winner—use it in your next lead magnet or offer

You just replaced guessing with data.

Tomorrow: Day 3 - SPEED (The Free Coaching Course Framework that made Robbie Crabtree \$80K MRR).

Talk soon,
Marcio

P.S. Reply "TEST" to see the actual ads we ran to validate this course (I'll show you behind the scenes).

DAY 3: SPEED

None

Subject: SPEED: Slow Down to Speed Up

Sub-Text: The Free Coaching Course Framework

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Hey there!

Welcome to Day 3 of The Trust Gap.

Today's lesson sounds backwards:

You speed up by slowing down.

Let me explain.

The Speed Paradox

Most coaches try to speed up sales by:

- Pitching faster
- Following up harder
- Adding more urgency

But here's what actually speeds up sales:

Slowing down to educate first.

Why? Because education builds all 3 trust pillars simultaneously:

1. **Ability:** "They know what they're talking about"
2. **Benevolence:** "They're helping me for free—they actually care"
3. **Integrity:** "They delivered on their promise to help"

And in today's low-trust market, overdelivering on free education is the FASTEST path to premium sales.

SPEED: The Free Coaching Course Framework

Here's the fix for Mistake #3 (Forgettable Lead Magnets):

Stop giving away simple one-page PDFs.

Start giving away Free Coaching Courses (FCC).

Why FCCs Work

A Free Coaching Course accelerates trust because it:

- **Demonstrates competence** - You teach them something valuable
- **Shows benevolence** - You're giving away 10x more than competitors
- **Proves integrity** - You deliver on your promise over multiple days
- **Overcomes low propensity to trust** - In a world where everyone's a scammer, you OVERDELIVER

Result: You become the coach people remember, trust, and recommend.

What an FCC Looks Like

Instead of:

"5 Tips to Grow Your Business" (one-page PDF)

Create:

"The Revenue Roadblock: The 5 Hidden Mistakes Keeping Agencies Under \$100K (And the Exact Frameworks to Fix Each One)"

- 5 emails over 5 days
- Each email: 1 mistake + 1 framework + 1 action step

- Soft CTAs throughout: "Reply 'framework' for the bonus cheat sheet"

The Difference This Makes

Forgettable Coach:

- Lead magnet: One-page PDF
- Email 1: "Here's your PDF!"
- Email 2: "Ready to book a call?"
- Result: 8% open rates, zero replies, "Who sent this?"

Premium Memorable Coach:

- Lead magnet: 5-day FCC
- Email 1-5: Deep value on each mistake/framework
- Soft CTAs: "Reply 'help' if you want me to look at this with you"
- Result: 30%-70% conversion rate, 40%+ open rates, 10%+ booked calls

The Premium Coach became MEMORABLE by overdelivering.

Real Example: Robbie Crabtree

Communication coach. Massive LinkedIn audience. Stuck at \$10K-\$20K monthly revenue.

We added a Free Coaching Course to his funnel.

90 days later: \$80K in monthly recurring revenue.

What changed? He stopped trying to speed up sales with urgency.

He slowed down to educate systematically. And sales accelerated.

⏳ 10-Minute Action Step:

Outline your first FCC:

1. What's ONE problem your ideal customer has that—when solved—makes them more likely to buy your core offer?
2. List 5 steps you use to solve that problem.
3. For each step, write:
 - Why people struggle with it
 - The negative outcome of not fixing it
 - A soft CTA: "Reply 'X' for my [framework name]"

Congratulations. You just outlined your Free Coaching Course.

Now you can speed up by slowing down.

Tomorrow: Day 4 – SELL (How to pitch naturally inside your FCC without feeling salesy).

Talk soon,
Marcio

P.S. Reply "FCC" for help creating your Free Coaching Course from idea to booked calls.

DAY 4: SELL

None

Subject: SELL: Pitch in Context (Not Cold)

Sub-Text: How to sell without being salesy

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Hey there!

Welcome to Day 4 of The Trust Gap.

If you've been following along, you now have:

- A tested pain point that gets attention (Day 2)
- A Free Coaching Course that builds trust (Day 3)

Now it's time to SELL.

But not with a cold pitch. With a contextual offer.

Let me show you.

The Problem with Most Pitches

Most coaches pitch like this:

Day 1-5: Give free value

Day 6: "Ready to work together? Book a call!"

The problem? That pitch is OUT OF CONTEXT.

You just taught them about lead magnets... and now you're pitching a \$5K coaching program?

The jump is too big. So they ghost.

SELL: Contextual Selling

Here's how Premium Coaches do it differently:

They pitch INSIDE each lesson—in the context of the problem they just solved.

The pattern:

1. **Problem identified** - "Here's the mistake you're making"
2. **Problem explained** - "Here's why it's costing you"
3. **Problem solved** - "Here's the framework to fix it"
4. **Offer to help deeper** - "Want me to help you implement this? Reply 'help'"

The pitch feels NATURAL because it's contextual.

Example: Selling Inside Your FCC

Let's say you're a sales coach teaching a Free Coaching Course on "The 5 Sales Mistakes Killing Your Close Rate."

Email 3: Mistake #3 - Weak Discovery Questions

[You teach them about weak discovery, give them better questions, show examples]

Then at the end:

"If you want to workshop your discovery questions with me 1:1, reply 'discovery' and I'll send you a link to book a free 20-minute call where we'll audit your current questions and I'll give you 3 you can use immediately."

That's not salesy. That's helpful.

And some people will say yes—because you just helped them identify a real problem and showed them how to fix it.

Now they want deeper help.

The 3 Types of Contextual Offers

You can pitch 3 things inside your FCC:

****Type 1: Free Implementation Call****

"Reply 'audit' for a free 20-min call to apply this framework to your business"

****Type 2: Paid Workshop****

"I'm running a 90-min live workshop next week where we'll implement all 5 frameworks together. \$97. Reply 'workshop' for details."

****Type 3: Core Coaching Offer****

"If you want help implementing this across your entire funnel, I have 2 spots open for 1:1 coaching. Reply 'coaching' and I'll send details."

Each offer is IN CONTEXT of what you just taught.

So it doesn't feel like a pitch. It feels like the natural next step.

Why This Builds Trust

Remember the 3 trust pillars?

- **Ability:** You proved you can help by solving a real problem
- **Benevolence:** You gave value first, you're not just pitching
- **Integrity:** You said you'd help them—and now you're offering to help deeper

Contextual selling REINFORCES trust. Cold pitching BREAKS it.

⏳ 10-Minute Action Step:

Go back to your FCC outline from yesterday.

For each of the 5 lessons, write:

1. The problem you're solving in that lesson
2. One contextual offer you can make at the end
3. The exact CTA: "Reply '[word]' for [specific help]"

Now your FCC doesn't just build trust—it generates sales opportunities.

Tomorrow: Day 5 – SCALE (The Repackaging System to do more with what you've built).

Talk soon,
Marcio

P.S. Reply "SELL" if you want examples of contextual offers that converted for our clients.

DAY 5: SCALE

None

Subject: SCALE: The Repackaging System

Sub-Text: Do more with what you've built

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Hey there!

Welcome to Day 5 of The Trust Gap—the final lesson.

You now have:

- A tested pain point (Day 2)
- A Free Coaching Course that builds trust (Day 3)
- Contextual offers that sell (Day 4)

Now it's time to SCALE.

And scaling doesn't mean "build more stuff."

It means: **Do more with what you've already built.**

Let me show you.

The Repackaging Philosophy

Here's what most coaches do:

They build a lead magnet... get some leads... then think "I need a NEW lead magnet to grow more."

So they start over. New topic. New frameworks. New content.

That's exhausting. And unnecessary.

Here's what Premium Coaches do instead:

They master the art of REPACKAGING.

Same foundation. Same frameworks. Different packaging.

SCALE: The Repackaging System

Your Free Coaching Course is your foundation.

Everything you create from now on is just a repackaging of that foundation into different formats.

The 5 Ways to Repackage

1. Repackage Time (Group Events)

Turn your FCC into a live workshop:

- 5-day course → 90-minute live workshop
- Same frameworks, taught live with Q&A
- Charge \$47-\$197

2. Repackage Proximity (1:1 Calls)

Turn your FCC into a 1:1 intensive:

- 5-day course → 90-minute 1:1 implementation call
- Walk them through applying all 5 frameworks to THEIR business
- Charge \$497-\$997

3. Repackage Format (Content)

Turn your FCC into social content:

- Email 1 → LinkedIn carousel
- Email 2 → YouTube video
- Email 3 → Twitter thread
- Same teaching, different platforms

4. Repackage Depth (Paid Course)

Turn your FCC into a paid mini-course:

- 5 emails → 5 video lessons with worksheets
- Same content, more depth and implementation
- Charge \$297-\$997

5. Repackage Trends (New Mechanisms)

Turn your FCC into whatever's trending:

- Skool community with your 5 frameworks as modules
- Weekly office hours where you teach one framework per week
- ChatGPT workshop on "How to use AI to implement these 5 frameworks"

Same foundation. Different packaging.

The Unsubscribe or Buy Philosophy

Here's how Premium Coaches think about their email list:

****Everyone on your list will eventually do one of two things: unsubscribe or buy.****

Your job isn't to "protect" your list by emailing less.

Your job is to:

- Send more emails teaching your frameworks
- Make more contextual offers
- Repackage your foundation into more formats
- Give people more chances to work with you

The people who aren't a fit will unsubscribe. That's good.

The people who ARE a fit will buy. That's even better.

Real Example: How We Scale

The Trust Gap course you just finished?

Here's how we're repackaging it:

1. ****Live workshop**** - "Close The Trust Gap in 21 Days" (90-min, \$97)
2. ****LinkedIn content**** - Each mistake becomes a carousel
3. ****YouTube series**** - 5 videos, one per mistake
4. ****Paid mini-course**** - Video version with worksheets (\$297)
5. ****1:1 intensive**** - "Trust Funnel Audit" (\$997)

Same foundation. 5 different packages.

⏱ 10-Minute Action Step:

Pick ONE repackaging method to implement this week:

1. Look at your FCC outline from Day 3
2. Choose one repackaging format from the list above
3. Schedule 30 minutes this week to create it
4. Launch it to your list with a contextual offer

That's how you scale. Not by building more. By doing more with what you've built.

You Made It

Congratulations. You just completed The Trust Gap course.

You now have:

- The 5 mistakes to STOP making
- The Mini-Launch Method to START with data
- The FCC Framework to SPEED up trust
- Contextual Selling to SELL naturally
- The Repackaging System to SCALE

You have everything you need to close the Trust Gap.

Now you just have to implement it.

And remember:

The Trust Gap is widening. Every day.

The coaches who learn to build trust systematically will win bigger than ever before.

While everyone else keeps shouting across a gap that's getting wider every day.

You now know how to close it.

Talk soon,
Marcio

P.S. Reply "NEXT" if you want to work together to implement this in your business. I'll send you details on how we can help.