

BUILD TRUST FAST EMAIL COURSE

Days 0-5 | Formatted for Kit.com

DAY 0: WELCOME EMAIL

Subject: Welcome to Build Trust Fast

Sub-text: \$10k to \$80k per month

Hey there!

Thanks for joining Build Trust Fast.

You'll get the 5 lessons that helped coaches like Robbie Crabtree grow from \$10K to \$80K in monthly recurring revenue, by learning to build trust systematically.

Here's what's coming:

- The Trust Gap and the mistakes that keep coaches stuck below \$20K/month
- The Science behind building trust with strangers
- The mini-testing method to eliminate guessing in your marketing
- How to accelerate trust building by slowing down your sales pitch
- How to convert more leads into sales without being salesy
- And more

Most importantly, you'll learn why trust—not attention, not likes—is what actually converts to sales.

Very quickly about me:

My name is Marcio Santos, I run an agency called Nerd Digital helping coaches, consultants and experts to market their businesses without getting stuck in the weeds of the strategy, tech and content so they can scale past \$20k per month. We've helped our clients generate over \$3million dollars in sales. Growing up I moved to different countries and had to learn how to make new friends. Now, I help entrepreneurs build relationships online with leads and customers.

Talk soon,
Marcio Santos

P.S. I read every reply. If you have questions as you go through this, just hit reply.

DAY 1: STOP

Subject: The Trust Mistakes + The Science behind them

Sub-Text: Why coaches stay stuck below \$20K/month

Hey there!

Welcome to Day 1 of The Trust Gap.

If you watched the video on the confirmation page, you already know about the 3 biggest mistakes.

Today, I'm giving you all 5—plus the science of WHY they crush trust.

Let's dive in.

THE TRUST GAP IS WIDENING DAILY

Here's the uncomfortable truth:

There's a natural gap between every business and every consumer. That's normal.

But that gap is now WIDENING on its own. Every single day.

Thanks to:

- AI-generated fake proof
- Endless "experts" with no real results
- Hyper-realistic scams
- Information overload
- Economic stress

People are more skeptical than ever.

And when overall trust declines, consumers don't spread their dollars equally.

They concentrate their spending with the FEW people they already trust.

Trust is becoming a winner-takes-all game.

Coaches with trust win bigger and faster.

Coaches without trust fall further behind every day.

So the question is: How do you build trust systematically?

First, you need to STOP making the 5 mistakes that crush it.

THE SCIENCE: THE 3 PILLARS OF TRUST

According to the Mayer, Davis, and Schoorman trust model, people trust you based on 3 things:

1. **Ability (Competence)** - Can you actually help me?
2. **Benevolence** - Do you care about helping me, or just making money?
3. **Integrity** - Will you do what you say you'll do?

When any of these pillars crack, trust collapses.

And here are the 5 mistakes crushing your pillars:

MISTAKE #1: SALES BEFORE TRUST

What it is: Asking people to book a \$3K-\$50K call before they trust you.

Why coaches make it: They're using "sales funnels" designed for \$5-\$50 products—where trust barely matters. But high-ticket coaching requires HIGH trust.

Which pillar it crushes: Benevolence

When you pitch too early, people think: "*They just want my money. They don't actually care about helping me.*"

The cost:

- 30-50% no-show rates on booked calls
- Leads unsubscribe within 48 hours
- Inconsistent revenue (\$15K one month, \$3K the next)

MISTAKE #2: GENERIC POSITIONING

What it is: Positioning yourself as a "business coach" or "life coach"—the same as 47 other people.

Why coaches make it: Fear of niching down. They think specificity limits opportunity.

Which pillar it crushes: Ability (Competence)

When you're generic, people think: "*How are they different from anyone else? Why should I trust them specifically?*"

The cost:

- You compete on price (charging \$500 when you should charge \$5K)
- Prospects say "So... what exactly do you do?" and you fumble
- You attract bargain-hunters who negotiate you down

MISTAKE #3: FORGETTABLE LEAD MAGNETS

What it is: Giving away simple one-page PDFs or checklists that look exactly like everyone else's.

Why coaches make it: Following "simple lead magnet" templates instead of overdelivering value.

Which pillar it crushes: Ability (Competence)

When your lead magnet is forgettable, people think: *"If their free stuff is basic, their paid stuff is probably basic too."*

The cost:

- Leads download and forget you exist in 48 hours
- 8-12% email open rates (vs 40%+ for premium coaches)
- Empty pipeline—you're always chasing new leads

MISTAKE #4: BUYERS ONLY MARKETING

What it is: Only marketing to people ready to buy TODAY (sitting at the dock instead of sailing to open water).

Why coaches make it: They think helping people who aren't ready to buy is a "waste of time."

Which pillar it crushes: Benevolence

When you only show up for buyers, people think: *"They only care about people with money right now. Not actually helping."*

The cost:

- Tiny pool of prospects (a few hundred vs thousands)
- Competitors build relationships with future buyers months in advance
- Cost per acquisition is 10x higher

MISTAKE #5: GUESSING WHAT WORKS

What it is: Building marketing assets (lead magnets, courses, offers) based on hunches instead of testing with real people.

Why coaches make it: They think "I'm an expert, I know what people need."

Which pillar it crushes: Integrity

When you guess and get it wrong, people think: *"They don't actually understand my problem. Can I trust their solution?"*

The cost:

- 3 weeks building a lead magnet → 12 downloads → zero sales
- Pivoting strategies every 30 days because nothing works
- Stuck at \$3K-\$15K/month for years

THE GOOD NEWS

These mistakes aren't permanent.

You can fix them. Systematically.

Over the next 4 days, I'm giving you the exact frameworks to close the Trust Gap:

Day 2 - START: The Mini-Launch Method (test pain points before guessing)

Day 3 - SPEED: The Free Coaching Course Framework (become memorable and trusted)

Day 4 - SELL: Contextual Selling (pitch naturally inside your education)

Day 5 - SCALE: The Repackaging System (do more with the same foundation)

But first, you need to stop making these mistakes.

10-MINUTE ACTION STEP

Open a doc and answer these questions honestly:

1. Which of the 5 mistakes am I making right now?
2. Which trust pillar (Ability, Benevolence, Integrity) is most damaged in my marketing?
3. What's ONE thing I can stop doing today?

That's it. Just awareness for now.

Tomorrow, we'll give you the first framework to fix it.

TOMORROW: DAY 2 - START

I'm going to show you how to use the Mini-Launch Method to test what pain points actually get attention—instead of guessing and spinning your wheels for weeks.

This is crucial in today's hyper-distracted world. And it's the first hurdle you need to overcome to build trust.

Talk soon,
Marcio

P.S. Reply "STOP" if one of these mistakes hit home. I read every response.

DAY 2: START

Subject: START: Test First, Build Second
Sub-Text: The Mini-Launch Method (validated with \$74.45)

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 don't brainstorm ideas and pick the one that "feels right."

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

Subject: SPEED: Slow Down to Speed Up

Sub-Text: The Free Coaching Course Framework

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

Subject: SELL: Pitch in Context (Not Cold)
Sub-Text: How to sell without being salesy

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

Subject: SCALE: The Repackaging System

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

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.