

# 8 Pillars of Trust

“Trust is a bottom-line decision.”

1|C \_\_\_\_\_

*People trust the clear and mistrust the ambiguous.*

2|C \_\_\_\_\_

*People put faith in those who care beyond themselves.*

3|C \_\_\_\_\_

*People notice those who do what is right over what is easy.*

4|C \_\_\_\_\_

*People have confidence in those who stay fresh, relevant, & capable.*

5|C \_\_\_\_\_

*People believe in those who stand through adversity.*

6|C \_\_\_\_\_

*People want to follow, buy from, and be around friends.*

7|C \_\_\_\_\_

*People immediately respond to results.*

8|C \_\_\_\_\_

*People love to see the little things done consistently.*

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