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SPEAKERS

Britney Gardner

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- B** Britney Gardner 00:00
Hey friends, today we're going to be talking about trust. Yes, the know like, and Russia is revisiting the trust topic. And we're doing it with Maggie Patterson, who I'm really excited to introduce you guys to
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welcome to the know like and trust show with Britney Gardner, the podcast where we explore the world of personal branding, and how to build your know like and trust factor up for ultimate business success. And now here's your host, Britney Gardner.
- B** Britney Gardner 00:35
All right, Maggie Peterson is the editorial director at scoop studios and the creator of small business boss. With two decades of experience. Maggie has spent her entire career in Client Services and has been a successful entrepreneur for 15 years. Today, she works with freelancers and agency owners to help them implement smart strategies for business growth using proven marketing, sales and client experience tactics. She's the host of the BS free service business podcast has been on stage at events such as New Media Expo, podcast movement and the conquer summit. And her work has been featured in leading publications such as entrepreneurial, calm, Fast Company, and virgin calm. And on top of all that, I've actually had the privilege of being in one of Maggie's masterminds for the

past six or so months. And at the time of recording this, I actually have just re upped for the next six months because I do trust her. So I'm really excited to talk about trust with Maggie to give her the platform to start sharing some of these topics that haven't been addressed very well over the last few years. And we can finally really start talking about in an ethical way online. Hey, Maggie, welcome to the know, like and trust show.



01:41

Thank you so much for having me, Brittany, I'm excited for our conversation. Me too. I

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Britney Gardner 01:45

have been as well, you know, following you on social media for many, many, many months, and I've been working with you, you run a fantastic mastermind. But what you've been doing online talking about the the perils that we are facing in online marketing, and that finally there's a great conversation happening about it has been so engaging, and I've been avidly following. And, and lately, you've been starting to talk about trust. And as this is the know, like and trust. So I really wanted to get you on here to talk a little bit about what real trust means in our world.



02:22

It is perfectly aligned. So I think one of the things I have struggled with since I've been in the online space since 2013. So I feel like an old timer, was really looking at these tactics that are what I call like the business as usual. And I was like, Wait a second, I don't want to do this stuff in my business. And I know Britney, you don't either. And I'm sure your listeners don't things like no really amped up scarcity, people being very creative about their expertise. banding needs their clients, once you're on the inside blaming mindset issues, you know, there's all these things that kind of, I think are very seen as normal, and we're conditioned to accept them. And two things don't really happen from that. Number one is on the business side, a lot of us start telling ourselves a story like, Oh, I'm not good at marketing and not good at sales. Because I don't want to do those things. So we just we're in this world, and we don't want to do those things that we feel really, really stuck. We're kind of torn. It's like, do I have to do those things in order to succeed? Oh, and then the other part of it is, you know, as consumers, you know, we've all had that. I'm sure most of your listeners I know, I have, I'm sure you have Brittany had those bad experiences where you invested in something and you were like, Oh, my gosh, what have I done? Like, just we did it because it was oversold in terms of what it could do for us, we were convinced or sold to in a way that was really, really, really, really playing out in fear. And it

just takes us down a path to a place that we feel bad about the investment, we wasted money. Many times people waste, you know, spend money, they don't even have on the promise of these, you know, six figure and seven figure dreams that may never materialize. So, you know, I seal that and I was like, Wait a second. And then 2020 just kind of broke me.



04:08

I've always



04:09

been commentating in the background on my podcast and social media, but just kind of started watching the way things were going during the pandemic. And I was noticing that the temperature rising, the level of pressure manipulation, and the constant stream of fear and I was like, Oh, no, not on mine. So I just kind of put my stake in the ground. I was like, Listen, what this isn't normal. And this is not the way we need to do business. And, you know, my professional background is I come from agency land and professional consulting. So me looking at this, I was like, hey, none of us have to do any of those things. And here's what the alternatives and in looking at the market is like okay, so at the core of all this is fear, fear based marketing, free over sales, everything's about playing on people's sphere, whether that be their fear of not Being good enough, so they start embellishing the truth, or the fear, they can't make the sale without pressure. So we start doing these things that are not natural and not needed to us. And that has become what's typical. And I was like, okay, based on all your years working, and you know, being in PR being communications, being in marketing, I was like, well, what's the common denominator of what, really why my clients have trusted me why my clients clients try that. And I was like, oh, it comes down to trust. So I did this entire deep dive because I was like, there's all these typical tactics let's talk about the alternative is let's talk about trusted tactics. Instead of you know, just accepting that this is the way we have to do business because the other part of the conversation I saw it, I'm sure you've seen it, Brittany's people being like, down with bro marketing, Natalie, but we don't know the alternatives. I'm like, the alternatives is trust. And the alternative is what the rest of the world does, like I, I work with sales teams all the time in my agency, and I'm like, there's nothing here in online business that is required. So why are we doing it? Let's go back to building relationships. Let's really amplify trust, and go through everything with that filter, instead of letting these fear based tactics run our business, and, you know, steal our money, really.



Britney Gardner 06:12

So a couple things that you said there, you mentioned, like the pressure, the fear based pressure marketing, like you feel like you're not good enough. So you put all these pressure tactics around your sales calls, and things like that. And what popped to mind, to me is a coach whose program I was in maybe five, five years ago or so. And it was like a full business building type program, like a very large scale, you know, covers a lot of broad topics kind of program, one whole section was on, you know, discovery calls or sales calls, or whatever you want to call them, right. And in that section, there was like a PDF handout that went along with a section and it was 10 ways you can tell your clients they can afford you. And I don't know if that was the exact title. But that was the intent, I promise. And I assure you, and I cannot list all 10 of them. But I had such a sinking pit in my stomach, because I know for a fact that one of them was get a high dollar limit credit card, if you don't already have one, get one now. And it specifically listed high dollar limit credit card and I was like holy buckets, you don't want to just take the money that like I've already paid you, you want more. And then one of the other of those 10 was take the money out of your 401k. And another one was take a second on your house. Yep. And I was disgusted. But I didn't know that this was wrong. Because I was new at this point, I was, you know, only a year or two into the online marketing world. And it was this was the first, you know, high ticket program I had personally invested in. So I didn't know any better. And now I look back. And I'm like for five years, there have probably been things from that person's instruction that have been woven into my business that I might not actually even know how to separate.



07:57

Yeah, and I love that you brought this up, because I think there's two parts of this is number one. That's what I call this invested all costs message. And there is this school of thought there is this approach that me as the seller, my job is to get your money no matter what. And then if you have any objections, my job is to handle them. Now, on the surface. That sounds good, right? Like a normal sales process. objections are going to come up, you have a back and forth, you let the person make the decision. But what these tactics do like things like open the credit card, they're stories I've heard that would literally scare your listeners.



08:35

I'm sure



08:37

because it's things like people have done this and literally cashed in their 401 K's and lost their or, you know, done a mortgage, lost their house and are living in their car, like, this is literally one step removed from me. So this stuff is happening, people going into hundreds, or you know, 1000s and 1000s of dollars in debt. And it's like, if you can't say no, in that moment, just like get get off the call terminate the call, because a lot of these programs use tactics designed to trap you into a situation where you don't feel like you can say no, so I think we have to take back our agency, we have to take back our self trust and be like, Hey, you know what? This isn't right. Ask for time to think about it. If they say no, you need to decide right now the answer should be no goodbye. As far as I'm concerned. I think the second part of this is what you said about you have definitely been impacted us. I've been influenced the same way when we're on Instagram and someone shows cute shoes, and they're an influencer that got a shoppable link, we might buy those shoes or that lipstick. The same thing happens to us with the people, the teachers we have. And I think part of this is for us, you know, engaging our critical thinking, questioning the status quo slowing down enough to be like, is that actually what I want to do? Is that aligned with my values? Is that how I want to run my business? And a lot of times the answer is going to be no and if you have done things that you don't feel great about, I think, do your best now to make them right and forgive yourself, we all do the best we can with the information we have where we are in our business. And I want to acknowledge, like, there's not a single person I know in this space who has not fallen prey to this at some point. And these people are really, really, really good at what they do like really, really good. I walked into this market with over think, like 15 years of experience at that point. And I literally bought it hook, line, and sinker, I got out of that thinking faster than a lot of people because of this background and skills I had, but I feel like we just have to forgive ourselves and move on and be like, okay, learning from that. It's not happening to me again.



Britney Gardner 10:42

So when you say learning from that, it's not happening to me again, what is your litmus test at this point? Like? How are you looking at people in the space and saying, Can this person build trust with me? And then kind of person maintain trust with me? How are you approaching that whole thing?



10:59

Great question. So for me, it's a matter like, and it's like these little, little tiny moments, but I think it's really very much paying attention to how do they market? How do they sell?

How do they run their programs? So you know, a great example is look at their testimonials and their marketing? Are they all like these big 10x? type, you know, big promises? In the sales process? Is the price easy to find? Do I have to get on the sales call? Is there pressure? Like, look for those things that kind of make you give you pause and go, Oh, okay, well, I'm just, you know, our normal reaction, I think a lot of times is to go with it and be like, Oh, just how it's done. Think slow down and question every step in the process. And if anyone ever tells you, something's just a mindset issue, I would push back on that hard and just be like, yeah, this, this is a red flag. So I think getting to know what those red flags are. These are the things I talk about every single day on Instagram. And I mean, constantly talking about because I think so many times we were conditioned, we're socialized to think these things are normal, and they're not. So unpacking and unpacking them and really just slowing everything down to such a degree that you're like, Wait a second, that doesn't seem right. And here's the thing, I think it's really important. Now this is, we need to not like it's very easy for me to say, Hey, I believe these, this set of tactics are wrong. I try not to be overly prescriptive, because each one of us is going to have a different set of ethics, different set of values, and where I land on that, and where you land on that Britney might be slightly different. And that doesn't mean that you are bad. It just means that our styles of business maybe aren't aligned. Now that all that to say to there are some people that I just think are terrible, and downright despicable. But the majority of us there's going to be a continuum.

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Britney Gardner 12:49

It's really hard when you're talking about things like this, because I think we all want that black and white rule. No, no, this is good. Yeah, this is bad. You're allowed to do this ethically, you're not allowed to do that ethically. And you're right. There's so much gray in between. Yeah,



13:02

I mean, ethics, or I think it's funny, because soon as I started talking about this, I got so many messages like Well, what do I do? Everyone wanted to give me the solution. And I was I kept pushing back and saying, you know what, this is how you got into this predicament was outsourcing your agency was letting someone else tell you what to do. Stop letting other people tell you what to do. If you want to run a business, you are going to need to find a way to trust yourself more and really, like develop that as a skill set. And I think also to just knowing like, hey, if you don't know you can trust yourself. immediate circle, can you trust so that you can have those conversations to say, Hey, you know what, I'm noticing this, like, does this seem right to you? Because there's a lot of times our gut feeling will kick in or intuition or we go we know on some level, it's not quite right. But

talking it out with someone can really, really help.

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Britney Gardner 13:59

So when you're talking about talking it out with someone, obviously, you're going to want to choose someone that you do trust. I mean, you want a good sounding board, otherwise, what comes back at you is going to have those those same undertones you're trying to avoid right. But beyond that, like what are the core things that you want to look at to say, is this person trustworthy? can I build this relationship?



14:18

Yeah, so there's five things I call the trust course, you want to look at is this truthful? And I think this is where you don't know like trust factor. And I know the same as show Britney, we seem to think that know, like trust should happen really fast. I think if you can, you know, take a little more consideration. You can start to watch for inconsistencies in the truth or like that someone is always just on it like you're like okay, they are telling the truth because they are so consistent. There's no way they couldn't be. Start looking for transparency is what you see what you got. And transparency is a little tricky because we live in an age of creative vulnerability and our brand looking a certain way but you Watch people and watch how they you know, how do they sell their program? What things do they say? What things do they do? What was your friend's experience, look at all those things in terms of figure out transparency, and next one is time. This one I feel like is the easiest one to spot. If someone's rushing your decisions, if someone makes big promises about what can happen in a certain amount of time, in business time is a seriously under respected part of our journey. Like there's just something sometimes we just need to give a time. And that is part of it. So I think watching for audacious claims related to time, or anyone rushing, you always will be like, Hey, I don't know, if I can trust you. 100% then the last two are results, you know,



15:42

do?



15:43

Are you confident this person can deliver and do what they say they're gonna do, it's really easy, especially with things like testimonials to for them to highlight this top 1% you

know, kind of diet culture based results, not typical story when really and truly, like, that's not going to be the experience. So is there a broad enough representation of what the results could do? Are they promising realistic things to you like, we've all seen these ads, build your coaching business in three weeks or less, fill your client roster this week. Um, if it doesn't sound realistic, it's probably not realistic. Like, if it sounds too good to be true, it is like cut 100%. And the last thing is respect. And this one is a little more intangible. But you know, how do they talk about their clients? How do they talk about their potential clients? I also think is a big part of that. Is there an honoring of your boundaries of your needs everything else? Because I think so much online, what has happened, because you're not sitting with people face to face. Respect gets degraded, because people just think of other people as credit cards, like, how can I make the sale for my course? How can I sell my coaching program? Without thinking about like, hey, everybody's a little bit different. And I think one of the biggest things like if you really want to watch for respect is when they talk about potential clients or just their community in general. Is it at all disparaging? Are they taking this kind of stances like, well, if you're not with us, you're against us. And you have a mindset issue where you need to level up. Those are subtle flags, that there is potentially disrespect for you there. And I think for me, like, the further I've gotten away from people that use that kind of marketing, the happier I am, because I can show up as who I really am, I know that we're going to have a relationship that has not just me respecting them, but them respecting me back. Because so much of the respect in this space is one way it's really about, you know, respecting the leader and exalting now as you know, the solution for all things.

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Britney Gardner 17:46

I love what you actually just ended up with there exalting the leader, because I feel like a lot of online spaces kind of have that cultish. And I know I'm totally using one of your trigger words, saying cult, but they do have this cult like mentality. And I've seen it on Facebook groups specifically, we saw a lot of this last summer with the whole Black Lives Matter thing emerging. There were leaders of very large groups out there who were simply saying, No, you don't get to talk about that. Or maybe even worse, yet, they were deleting comments that we're asking them to give an opinion on something. And I think for a lot of people I know at least that was one of the first real big Wake Up Calls that hey, these big leader guru, people don't necessarily have all the answers for everybody. Maybe not for anyone and some of their cases, I might say, but I think that wake up call, you know, that was, you know, a good nine months ago at this point, and not much has changed. Nope.

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18:44

I think we've seen I mean, Brittany, I know you're really tuned into this, given that we share

you know what, no grand numbers, no tolerance for this kind of stuff. You're kind of like, just make it right into it now. But I think you know, what's been interesting about watching that experiences, I had people, you know, I've been friends with for years, were like, Oh, this is what you're talking about. Like it was a big, you know, this moment of racial reckoning, but also a moment of people within this community waking up and being like, oh, that person's response is actually pretty gross. And I think that leader follower dynamic, it starts out really innocent, but even just thinking of the language of social media followers, like I don't want to talk about my followers, I really see the people in my community as being in community with me, I not might be further ahead than them, but it doesn't mean I'm superior to them. So, you know, the thing I always think about is, let's put someone's character above charisma charisma, I feel like is dangerous. It's overrated. And if you get if you're at all familiar with, you know, cult podcasts or shows or whatever, there's a lot of crossover in terms of that dynamic. A lot of these people have it is very much what you said like they're dirty deleting comments. They're like it's my way or the highway. challenges to lead are not tolerated. And all those things information. So watch how that plays out, watch what's not being said, there's a lot, we can learn by just sitting back and being like, okay, noted. And then the other part of this is, there's a lot of people did jumped on this kind of woke washing. Look at me, I'm so alpha coal train. And it's one thing to say, I'm running an ethical business or a values based business or heart centered, or whatever you want to say it is, it's another to actually do it. And I think this is where we need to look for more than words, we need to look at the actual impact, not just the intent of what they're trying to do. And dig into that more than I do know, you know, in terms of the data around trust, what's really interesting is, we are in this kind of stage of what's being called information bankruptcy. So people are very much looking to brands or very, like even the smallest brands are looking towards us to be in alignment with their values. So we need to make sure that as businesses that we are really keeping that at the forefront, and that we are following through and doing what we say we're going to do that we are living our values that our public persona and our behind closed doors, when we start coaching someone or working with them, or providing a service is very, very consistent.

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Britney Gardner 21:16

Yeah, 100%. I mean, when we have a even idea of a public persona versus who we really are, I think there's a huge gap there that anyone who's putting on a public face needs to address within themselves. Because if you feel like you really can't be yourself in front of your quote, unquote, followers, then what are you doing?



21:36

Yeah, and like, more importantly, why like, I don't have the energy, like I literally don't have the energy to try to cultivate a public persona. I will say like, this doesn't mean I share every aspect of my life, I don't perform my life on the internet. But when I show up to talk about business, on Instagram, or on my podcast, it is the exact same way I'm going to talk to you when you are on the inside of a mastermind or any other engagement with me, there is no changing, like I'm not all one way one day and then totally different the other day, it's exhausting. And I think if you're thinking of your brand that way, there's a lot to be said for just showing up as who you are. It makes your life a lot easier because you're not exhausted by constantly switching all the time.



Britney Gardner 22:19

Well, it's just another form of decision fatigue. Right? So we've all heard the stories about how Mark Zuckerberg and everyone people like that they were the exact same thing everyday so that they don't have to make that decision. I can only imagine. That's one tiny decision in the morning, right? And they make a point of doing it because it actually better their life. So that's one tiny decision. But if you're putting on a public persona, and every time you go on social media, whether it's you know, live a post a story, what have you, right? If you're having to change your persona to do that every single time that many times a day, that would be incredibly exhausting.



22:54

Yeah. And the best compliment anyone can always give me is, oh, you're exactly what I thought you were going to be like, because I have had the experience of meeting someone in person and been like, You swear constantly in your posts. And I literally you have like the most prim and proper, like day to day discussion. I'm like, who's writing your posts? Because it's not you? Yeah. And then that just creates further dissonance, right? Like, that's the other thing that a brand like people may not trust you when those little small little keys. I think, you know, if you've done the work to do the know, like and trust, you want to do everything you can day in day out to maintain that trust. Because once trust is broken, good luck getting that back.



Britney Gardner 23:34

100%. Maggie, this has been fantastic. Thank you so much for going over the different cores of truth. I would love for you to tell people how they can find out more about this and anything that you have going on there.



23:46

So the best place to find me always is my podcast, because you're listening to a podcast, which is the BS free service business show. It's everywhere where Brittany show is exactly. And then I'm also about to launch a group program called trust DNA. And it's going to really walk through how to move into that kind of trust driven approach to your business. I really see this as a space for experimentation. It's not going to be like Maggie's rigid framework. It's like let's take the spirit of this method and apply it. So that's over at small business boss.co slash lab.



Britney Gardner 24:16

Wonderful. Well, Maggie, thank you so much.



24:18

Thank you, Brittany. This is great.



Britney Gardner 24:20

Once again, Maggie, thanks so much for coming on the show. I know it moved really fast. And that's because when you get to people talking about subjects in which they're very passionate, that happens. So everyone, please do go check out Maggie, as I mentioned in the episode, I first found out about her on Instagram and I am so glad that I did because she's having real honest conversations on her platform and you should definitely go check that out.