

6 POSTS THAT MAKE STRANGERS TRUST YOU

Post one a week alongside your normal content. Fill in the brackets with your real story, never a made-up one.

01 • THE ORIGIN STORY

People trust a person, not a logo.

"A year ago I was [where they are now]. Then [turning point]. Now I [where you are]."

"A year ago I couldn't write a caption. Then I started saving every hook that stopped me. Now I plan a week in one evening."

02 • THE MYTH BUSTER

Correct something they've been sold.

"You've been told [common advice]. Here's what actually works: [your method]."

"You've been told you need a big following to sell. What you need first: one clear offer."

03 • THE RECEIPT

Show proof, don't describe it.

Real screenshot + "Here's what happened: [result]. Here's what I did differently: [one change]."

A customer message (with permission), a before and after, or your real numbers.

04 • THE HOW-I-DO-IT

Teaching your process proves you can do it.

"How I [task] in [number] steps: 1. [step] 2. [step] 3. [step]"

"How I plan a week of content in 4 steps."

05 • THE MISTAKE

Admitting what went wrong makes the rest believable.

"The biggest mistake I made with [topic], so you don't have to: [mistake]."

"I built my first product before asking anyone if they wanted it."

06 • THE LINE YOU WON'T CROSS

Your values filter in the right people.

"Things I'll never do in my business: [1], [2], [3]."

"Fake countdown timers. Results I can't back up. Selling anything I haven't used myself."

WRITE ALL 6 IN ONE GO

"Here's my story: [3 to 5 sentences about how you started]. I help [who] with [what]. Using only these facts, draft 6 posts: an origin story, a myth buster, a receipt, a how-I-do-it, a mistake, and my values. Don't invent results."

YOU DID THE **FIRST STEP.**

Trust gets people to listen. Now give them something worth buying.

Two ways to keep going. Pick the one that fits where you are right now.

IF YOU WANT TO LAUNCH THIS WEEK

THE SILENT INCOME VAULT

Everything's already built. You brand it and launch it.

- 30,000+ faceless reels, ready to post
- 13 guides and courses with resell rights to rebrand and sell as your own
- Hooks, captions, story sequences and email sequences already written
- Canva templates, 120 product mockups and ebook cover templates

GET THE VAULT - \$27

IF YOU WANT TO BUILD YOUR OWN PRODUCT

BUILD WITH CLAUDIA

From "I don't know what to sell" to a finished, listed product in 7 days.

- 24 short lessons, taught by Claudia, an AI teacher
- 67 copy-paste prompts plus worksheets that build your Product Blueprint
- Your sales page, emails and first 14 days of content, built in

START BUILD WITH CLAUDIA - \$37

Uses Claude by Anthropic. Not an Anthropic product.

Results aren't guaranteed. What matters is consistency, effort, and dedication. Questions? DM me on Instagram @buildwith.justin.