

**Sean Mize 60 Day Coaching**  
**Day 55**  
**How To Build Trust With Online Prospects**  
**Audio Length: 51 Minutes**

A caller is stuck on getting people to take action without hesitation. He also has questions about sales psychology.

**How Sean Does It Now**

It's just how he teaches you.

Sean reads a lot of books to grow his expertise. But, he doesn't study much in the IM space. It's produced by people who are locked into a box in the IM space.

This is about lifestyle, not necessarily money.

When you get into the "real world" (i.e. not the IM world), it's a lot of psychological research. He might get an idea from reading stuff from outside the IM idea.

When you read what Sean writes, there should be an awareness that he's on the cutting edge of what's going on.

Every time you touch a fresh article of Sean's, you should be thinking that he's on the cutting edge of something powerful.

This approach is so powerful that people are willing to be open minded about what he teaches.

This is even the case when people figure out what they disagree with.

When you create content that's truly cutting edge, if you spend 1 hour a day in silent contemplative thought to come up with 1 new idea per day, it would be very worth it.

Whatever you put in is what you get out. Sean spends less time reading from the "giants" of IM than most people spend reading the emails in their inbox from "gurus."

You should figure out who you want to be like and read things specifically from them.

What's going to get people to trust you? People take action without hesitation when they trust you.

If you can build trust, everything else falls into place.

Sean points to the trust the caller has in him. If all you focus on is trust, everything will fall into place.

Sean thinks about how he can change people's lives with his content. This builds trust.

Then, when he offers a new training program, people jump on it because they trust him. He runs his business from a position of trust.

Focus on delivering trust with everything you do.

Sean gives additional advice specific to the caller's business, focus on building trust and the value that he'll be able to deliver.

You're doing people a disservice if you hold back a "secret" that could help them.

What Sean has just shared is the foundation to his success. The trust he builds with people is one of the biggest parts of his success.