

S2: E168: How to Win Clients Before You Ever Make an Offer

Hey there and welcome back to the Make Your Message a Movement podcast. This is your host, Tiffany Neuman, and I'm delighted as always that you're here with me today.

So, a little while ago I had someone reach out to work with me who said something that stopped me in my tracks. She said, "I've been following you for a super long time, but not on social media." She had never commented on a post, never liked anything, never DM'd me. I literally had no idea who she was. Now, this actually happens fairly often and people will say, "I binged your podcast" or "I saw you on LinkedIn." Instead, she literally listened to the podcast while driving, paid attention to how I spoke about my clients, noticed what I didn't chase and wasn't doing, and watched how consistent my message was. By the time she reached out, she was already clear. There was no convincing, no sales call pressure (which I never do anyways), no hustle, simply trust.

And every time this happens, I'm reminded again and again of something I've seen over and over. Trust is built long before the algorithm ever gets involved, the invitation is ever given, or somebody maybe attends your workshop. Trust is a real conversion metric. We talk about conversion like it's a marketing event, but in reality, conversion is actually the last step in a much longer process. People decide whether they trust you before they open your sales page, attend your workshop, book a call, or raise their hand in pretty much any way. They're asking—and this is often subconscious, by the way—"Do I feel safe here? Do I feel understood? Do I trust this person's judgment? Do they seem grounded or overly hungry?"

If trust isn't present, no strategy is ever going to save it. And we all know that people are being more discerning with where they place their investments now more than ever. And trust isn't built through hustle or visibility. And this is where I want to gently dismantle a myth. Trust... oftentimes people say is built by posting every day, being everywhere. Gary V comes to mind in that case. Not calling him out, I think he's brilliant, but he does always say you have to be everywhere to be relevant. Not true. Sharing more and more, chasing attention. In fact, I believe in this day and age, hustle often erodes trust. Because if you don't want to hustle, why would you trust and follow somebody that's hustling harder and harder? People can feel when someone is rushing, performing, forcing relevance, or needing validation. Trust is truly built from presence, not pressure.

And this is really why being social media optional works so well for so many thought leaders. You're not invisible, but you're showing you're intentional. So, over the years I've noticed that people subconsciously scan for four specific signals when deciding whether or not they trust a

leader, whether or not they want to work with you. So today, I am excited to share something new that I've been working on, which is the 4 Cs of Trust-Based Authority. This is basically how people decide they trust you before you ever offer anything to them.

So, the first thing is Coherence. The fact that your message actually makes sense. Coherence is the foundation of trust, and it's also the one people underestimate the most. When someone encounters you and your brand, whether it's through a podcast, a conversation, a referral, or a single piece of content, their nervous system is asking a very simple question: "Do I understand what this person does, who it's for, and why it matters?" If the answer is no, trust can't actually form. Coherence isn't about clever messaging or sounding impressive. It's about internal alignment and the energetics. Your words, your positioning, your offers, and your point of view all reinforce the same core truth. When coherence is present, people get you quickly. Your message feels clean and not confusing. You stop over-explaining. When coherence is missing, you feel scattered or reactive, and people feel it. You keep tweaking your messaging, which people can't lead to trust, and you might attract a lot of interest, but you're not receiving commitment. This is why so many incredibly capable experts struggle to convert interest into clients. The issue isn't talent; it's fragmentation. So trust begins when your message stops fighting itself.

The second C is Consistency. Not frequency necessarily, but reliability. Consistent does not mean being everywhere or posting constantly, like I've already stated. It means that people know what to expect from you. Consistency is built when your values don't shift with trends, your message doesn't change every two seconds, and your presence feels steady over time. Now, this doesn't mean that you cannot shift intentionally. For instance, I just renamed this podcast from "Your Legacy Brand" to "Make Your Message a Movement" after years of having the podcast—two years. And the shift was very intentional. I explained it as it was happening, and I actually received so many messages—thank you for those of you listening—saying "this feels so good." It wasn't out of thin air, it wasn't out of fear, it wasn't out of confusion. It was out of noticing what I was noticing. And so again, I'm still consistent. I show up every Tuesday with these messages. So I just want to make that clear. It doesn't mean you have to be so consistent that nothing ever changes; you just need to feel steady over time. And again, this is especially important in the age of AI when we see fast content and constant reinvention. People are exhausted by just random noise. They're craving leaders who feel stable and secure. Consistency builds trust because it creates psychological safety. It tells people "I'm not going to disappear, I'm not chasing the next shiny thing, you can relax here and you can trust me." And this is why so many social media optional leaders outperform louder voices. Maybe the vanity metrics show differently—for instance, there's a lot of thought leaders with thousands and thousands of followers, but internally their profit margins aren't doing so well. Their audience doesn't need

constant reminders, the ones who are social media optional or doing well and growing in these times, because the relationship is already anchored.

Next up, the third C is Conviction. This seems obvious, but just bear with me. Because when you actually believe what you're saying, conviction is where authority actually becomes magnetic. It's not about being extreme, polarizing, or loud by any means. It's about being clear enough to stand somewhere. Conviction shows up when you have a unique point of view, you don't hedge every statement, and you're willing to say "this is what I see." And you're willing to let others see things differently and agree to disagree, but you're not just vanilla in your messaging and not standing for nothing. People trust leaders who trust themselves, and energetically we can feel when people are unstable and they're unsure of themselves and where they're heading. Now, this doesn't mean you have to be sure of yourself in every single moment, because typically the only people who are that case are a little bit crazy—and we don't need to go down this road—but anyway, basically we all have our doubts from time to time. That's being human. So I'm not saying like you have to be superhuman or just crazy or narcissistic. That's the other thing where people think they're always right. We simply need to trust ourselves, our intuition, our guidance. Without conviction, messaging feels tentative, like "Oh, I'm just trying this out and we'll see, we're throwing spaghetti at the wall, let's see what sticks." With conviction, even simple ideas carry weight. And here's the part that a lot of people miss: conviction doesn't come from confidence alone, it stems from your experience, reflection, and deep integration. That's exactly why borrowed language falls flat. Why I never want people to utilize AI and copy and paste it because it's scraping the internet. We use AI to help shape—or sorry, we use AI to help shape your IP through your intellectual property, right? And also why over-polished branding feels hollow. People can feel when you're speaking from lived understanding versus theory, and trust grows when your voice and your conviction shine through.

Now our last C maybe isn't what you were expecting: Calm. I believe that calm is the most underrated trust signal. Calm is subtle and it's powerful. Calm communicates "I'm not chasing you, I'm not desperate for attention, I trust my own timing." In uncertain times, calm leadership stands out. When someone encounters your brand, they're unconsciously asking, "Does this person feel regulated or reacted?" Calm doesn't mean passive; it means grounded, and it means you're leading from clarity, not urgency, and from direction, not pressure. And this is why hustle-heavy marketing often repels the very clients you want most. High-level, thoughtful people are drawn to leaders who feel anchored. Calm says "I'm here, I know where I'm going, and you're welcome to walk with me." Again, in my past episodes I've talked about being the guide that people need during these times, and that calmness, that integrated structure allows you to show up and stay calm regardless of the circumstances.

So the thing is, these are not separate tactics; they're a system. The 4 Cs work together. Coherence creates understanding, Consistency builds safety, Conviction establishes authority, and Calm invites in the trust. When all four are present, selling becomes unnecessary. People arrive pre-sold, not because you convinced them, but because they already trust you. And this is why when people book calls with me, I call them "Invitation and Clarity calls." I don't ever want someone to show up on a sales call and me try to convince them why they need to work with me. Not only does that not feel good to me, it doesn't feel good to the person who's showing up on the other side of Zoom. And I always need to bring AI into play because that's what's forefront for us right now. In this era of AI-generated content—which I help clients create based off their IP—infinite options, synthetic personalities, trust is becoming the rarest and most valuable currency. So this is where I want you to think about integration of AI and with your IP, with your personality on a soul-level basis. Because people no longer care who has the best funnel. They're asking "Who feels real? Who feels steady? Who feels like a guide that I can trust?" And that's the kind of authority that's leading right now.

And here's something that surprises a lot of people that I've noticed a shift in also: that proof doesn't automatically create trust anymore. You can have testimonials, credentials, case studies, and impressive numbers. Those things alone used to build trust. But you can now have those things and not be trustworthy, because trust isn't logical; it's emotional, it's energetic, and it's embodied. People trust how you make them feel in your presence, even if that presence is quiet and consistent rather than loud.

Another thing that I want to add on here is that trust can get broken accidentally. So I want you to—you know, we've talked so much about building trust and how you can be you and show up with that quiet and consistent authority—but nobody intends to erode trust. It happens in subtle ways, like constantly pivoting without context, borrowing language that doesn't quite fit for your brand, over-polishing until nothing feels real, or reacting to every new trend. Over time, people feel that disconnect, and they can't necessarily name it, but they energetically feel it. And your trust quietly leaks away.

So here's the reframe I want to leave you with today. As I said before, people aren't going to trust you just because you're showing up and visible. They trust you because you seem self-led. You are self-led. Even if you're getting support from mentors, AI, or other places—because I think that support is amazing for all of us—we need to be self-led in some capacity before we can lead others. You need to show up making clean decisions, not over-explaining, not manufacturing urgency, or relying on hustle to be seen. Self-trust always precedes external trust.

So if you're a coach, a speaker, or an author listening today, I want you to think about how foundational trust is for your brand. Your work asks people to listen deeply, change their behavior, invest financially and emotionally, and follow your guidance. So that level of trust is never built through force. And obviously, if you're listening and you've been listening to me for some time, I already know you're not forcing anything on people. But I just want you to think about how you can continue to show up with clarity, consistency, and that calm.

And before we close, as always, I want to ask you some reflection questions, a quiet check-in today so you can really start to implement and integrate these concepts. Asking yourself:

- Where does my brand feel calm?
- Where does it feel rushed or off?
- What signals might I be sending without realizing it that is allowing people to break trust or not fully feel the 4 Cs?

As a reminder, the 4 Cs are Coherence, Consistency, Conviction, and Calm. If you're off in any of those four areas, how can you bring back the balance and integration? As always, just noticing and then not reacting, but integrating.

And as we wrap up today, remember that trust is quiet. It doesn't chase, it doesn't rush. It's built moment by moment through how you show up. And when trust is there, selling stops feeling like selling at all, because people already know and they're magnetically attracted. So if you'd like support with this, send me a DM, stay tuned, and I'll see you in the next episode. Sending you so much love as always. Take care until next time.