



Better Communication - June 2010

FCA: The ABC of Trust

I recently read a [blog post](#) about how you get people to trust your message - whether in business, politics or life in general. The idea came down to FCA:

Frequency: Your message has to be heard 7-9 times before people actually hear it. You have to *frequently* stay in front of your target audience. Otherwise, they've forgotten you.

Consistency: Consistently delivering your message, products, services and solutions on a regular time line. No 1 week blitz and then nothing for months. Pick a time line and do it.

Accuracy: This is easy - tell the truth. No one trusts someone whose story changes from day to day, or who misrepresents themselves. Be reliable, and people will trust you. Oh, and if you make a mistake, fess up.



Let's tell your great story together - frequently, consistently and accurately - on your website, in a press release to the media or a newsletter to your customers.

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Free Tip!

Consider writing a letter to the editor about a business topic you feel passionate about. Business editors love to hear the experts - small business folks - weigh in on important topics like customer service, tips for choosing someone in your field and how systems can improve your efficiency.

Questions?

Questions about how to better get your message out? I'm happy to answer.



Just [email me!](#)

Visit www.kellykoepke.com

Please forward this to a friend who you think might benefit from my services.

Thanks!

Success!

John Drozdal, Principal
[The Drozdal Company](#)



Kelly remains my "go to" person for editing and social media marketing advice. **When you need a professional writer for your business you will find none better than Kelly Koepke!**

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