

Your website needs to build trust on **two levels**

Two levels of trust

When people are deciding whether to trust you, their brains work on two levels at once:

- **Emotional trust** forms at a subconscious level. People often describe it as instinct, a gut feeling, or vibe. It tends to happen quickly.
- **Rational trust** forms at a conscious level. It's based on logic, reason, and evidence. This takes **more time** and, on its own, isn't enough to create deep trust.

Research in psychology and neuroscience shows that **trust is influenced far more by emotions** than by rational reasons.

Example

You're meeting a surgeon for the first time. You notice the framed certificates on their wall. These build **rational trust** by giving you proof of competence.

That alone is probably **not** enough to make you feel safe.

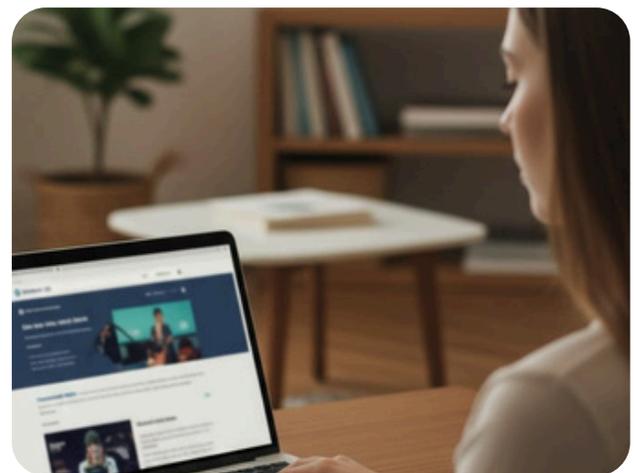
But your feelings change very quickly when the surgeon shows empathy, care, and understanding. It's a **feeling** that you're in good hands, rather than a logical decision. You relax.

What business websites miss

Many business websites focus on building **rational** trust.

They offer evidence of their credentials: experience, past projects, testimonials, etc.

That proof matters, but **it rarely builds emotional trust**.



Without emotional trust

Prospects worry more

It's natural for people to have concerns when choosing a new service provider.

When emotional trust is missing, those worries are amplified:

- They **may not contact you** at all.
- They may respond with endless **questions** and **delays**.



You become a commodity

When prospects don't connect at an emotional level, your differences don't register as strongly. They see your business as "just another" option.

It's frustrating, because you know your business offers something special.

But without that emotional connection, people are more likely to treat you as a **commodity**:

- You're seen as **replaceable**
- **Price** is the deciding factor
- **Respect and loyalty** disappear



Without an emotional connection, you're just another stall in the market.

Benefits of building **emotional & rational** trust



More people enquire

- Trust develops quickly, so visitors are more likely to click “Contact us”.
- More of those enquiries are serious.



They show more respect

- They’re more likely to reply to **emails**, attend **meetings**, and listen with genuine **interest**.
- Meetings are more like consultations than sales conversations
- Prospects are more open to your recommendations.



You’re more valuable

- Your business feels like **one of a kind**. That makes you more valuable in their mind.
- People feel **safe and positive** about working with you, which boosts your value even more.



You do great work. Let’s make it easier for people to trust your business from the first impression.

To your success,
Martin

StandOUT Trusted Expert