

2-2-2 Trust Content Model Worksheet

Pick 2 formats • Use 2 channels • Publish 2 topics/month • Built for family-owned B2B companies)



Step 1: Choose your 2 formats

Format #1	<i>e.g., Expert video (60–120s)</i>
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Format #2	<i>e.g., Customer vignette (1 page)</i>
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Step 2: Pick your 2 channels

Channel #1	<i>e.g., LinkedIn</i>
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Channel #2	<i>e.g., Email + sales follow-up</i>
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Step 3: Choose 2 topics/month (buyer risk reducers)

Topic #1 (Transparency / What to expect) <i>Write your topic + 1 sentence promise (e.g., “What to expect in the first 30 days of onboarding with us”)</i>

Topic #2 (Proof / Outcome / Reliability) <i>Write your topic + 1 sentence proof (e.g., “How we reduce downtime with X. Show results from an actual case study.)</i>

4-Week Execution Plan (repeat monthly)

Keep it simple: one deliverable per week. Reuse proof across formats.

Week 1 — Publish Format #1 <i>What you’ll publish + where (tie to Topic #1 or #2).</i>
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Week 2 — Publish Format #2 <i>What you’ll publish + where (use the other topic).</i>
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Week 3 — Trust Booster <i>Add a “What to expect” snippet, FAQ, or process checkpoint.</i>

Week 4 — Proof Amplifier <i>Share a customer story clip, metric, or behind-the-scenes proof.</i>
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Proof assets to reuse this month (choose 3–5) <i>e.g., 1 customer win, 1 metric, 1 process checkpoint, 1 certification/standard, 1 SME quote</i>
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