

August 24, 2021

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3 ways you can reinvigorate trust

According to Deloitte's "2021 Global Marketing Trends Study," we are confronted with an amalgamation of uncertainty—an uncertainty that has the world collectively seeking answers. This search has turned the values of truth upside down. See why Jackman's Scott Anders McGillis says being present, genuine and authentic are critical to rebuilding trust among the masses.

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What they're saying...

"It's one thing to start a conversation, but it's another thing altogether to cultivate a meaningful discussion. We've seen a lot of magic happen in comment threads, where creators are engaging with their community. The most successful creators are the ones who take the time to give more than they get, who are curious, and stay invested in learning."

— LinkedIn Product Lead for Creator Strategy Keren Baruch on how to use content to engage with your community

What we're reading...

Launch: How to Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams Hardcover

By Jeff Walker



Since 1996, Jeff Walker has been creating hugely successful online launches. After bootstrapping his first internet business from his basement, he quickly developed a process for launching new products and businesses with unprecedented success. The newest edition of his No. 1 New York Times best-selling guide Launch is a must read for anyone and everyone interested in learning the true value of content.

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