



## 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!](#)

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**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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