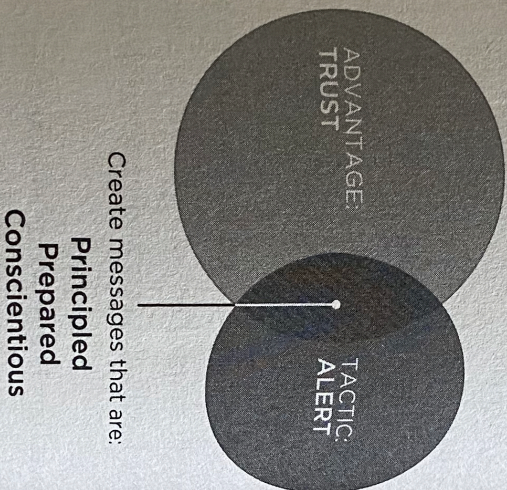


Me, I'd rate myself only 2 or 3 on this scale. So a 5-level response would feel overwhelming, and I'd be less likely to feel good about the resulting customer service. How about you? Can you ask questions before giving answers? DreamHost's Mys-tique tactic has translated into 1.2 million domain names hosted worldwide.

How Trust Brands Could Use the Alert Tactic:

Be Principled, Prepared, and Conscientious

- Meticulously research your clients *before* you meet them.
- Use clear language to explain your values on your website or in your offices.
- Maintain a consistent schedule with your staff, rather than imposing unexpected deadlines.



Well-established banks, such as Wells Fargo, have a competitive edge when it comes to leveraging Trust. Over a hundred years old, with a well-known logo, this monolithic bank almost has the Trust market cornered. Almost.

No Asterisks Allowed

To accelerate Trust with new customers, Ally bank has a policy to avoid any use of asterisks. This policy means that everything is clearly spelled out, with no hidden fine print doublespeak inside its financial documents.

If you're offering a complex product or service, remember that we're living in a world with a nine-second attention span. Your prospects can easily become confused or overwhelmed by disorganized nuances. Pick which details matter. Spell it out in plain English (or whichever language you prefer!). By streamlining with Alert, you'll be doing yourself, and your customer, a favor.