

Trust Economy SOP: Win the Buyer and the AI That Recommends You

THE PLAY (ONE LINE)

Run a three-lane trust audit, fix the middle lane first, then re-score.

Why this matters

"We have to win over the trust not only of the humans who are gonna buy from us, but the AI models that recommend the humans to us." - Bruce Ashford, The Ashford Agency

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trust lanes: humans, AI, and both

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AI models in Bruce's assessment

~20%

average lift Bruce reported for his own business

1 Get a baseline score

Run an AI visibility assessment before you change anything. Bruce used AI Trust Signals, which has a free and a paid version and scores you across five AI models. Write the number down.

2 Ask for public reviews

Ask happy and satisfied customers for Google reviews, Yelp reviews and LinkedIn recommendations. Bruce puts reviews in the middle lane: humans read them and AI models read them.

3 Show your pricing

Publish at least some pricing. Bruce's warning to coaches and consultants who hide it: you will lose customers and leave money on the table.

4 Publish one case study

Show an example of how you helped somebody like your buyer. Humans and AI models both use it as proof.

5 Rewrite the about page about the customer

Cut the founding legend. Show that you understand the customer's situation and that you are a credible guide for them.

6 Build an author page for everyone who publishes

Every person whose name is on your articles or FAQs gets a page that says who they are and ties them to the business, so AI models can connect the dots.

7 Publish a free FAQ

Answer the questions customers actually ask. Bruce nearly left it off his list, then called it really important: AI models love it, and so do humans.

8 Hand the back end to your IT person, then re-score

Ask for semantic structure and the right schema, identical name, address and phone everywhere you are listed, and fresh content. Then run the assessment again and compare.

Your baseline score: _____ Re-score date: _____ New score: _____

☐ Reviews asked

☐ Pricing visible

☐ Case study live

☐ About page rewritten

☐ Author pages

☐ FAQ live

☐ Schema + NAP

☐ Re-scored