

The Trust Builder Swipe File

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Introduction

One of the biggest mistakes affiliates make is believing every post needs to sell something.

That creates pressure.

Pressure creates awkward content.

And awkward content usually creates silence.

People do not like feeling sold to all day. They do like learning, being entertained, getting inspired, and finding solutions to problems they already have.

The goal of these posts is not to force sales.

The goal is to build trust.

Because trust tends to create buyers long before your affiliate link ever appears.

Use these as written or modify them so they sound like you.

Story Posts

1.

I used to think affiliate marketing meant finding more products to promote.

Now I think the opposite.

I think finding fewer things and going deeper may be one of the smartest things you can do.

2.

Funny how sometimes the thing holding you back is the thing you thought was helping you.

For me it was constantly chasing new opportunities.

3.

I spent more time looking for opportunities than actually building around one.

That was a painful lesson.

4.

The biggest shift for me was realizing that activity and progress are not always the same thing.

5.

I thought I had a traffic problem.

Turns out I had a focus problem.

6.

Sometimes you do not need another strategy.

You need more consistency with the one you already have.

7.

The internet rewards people who stay long enough to compound.

8.

I used to believe more offers meant more income.

I am not convinced that is true anymore.

9.

One decision can completely change your direction.

10.

Most breakthroughs feel small while they are happening.

Curiosity Posts

11.

I think one of the biggest mistakes affiliates make is surprisingly common.

Most people do not even realize they are doing it.

12.

I noticed something interesting about successful affiliates.

Many of them are not promoting everything.

13.

Question:

Would you rather have ten random buyers or ten buyers who trust you?

14.

There is one question I think every affiliate should ask before promoting something.

15.

I think many people are building ten businesses without realizing it.

16.

I learned something recently that changed the way I look at affiliate marketing.

17.

What if your problem is not traffic?

18.

I think people are overcomplicating affiliate marketing.

19.

One idea changed the way I look at building online.

20.

This may sound backwards...

Less can sometimes create more.

Authority Posts

21.

People often focus on getting more clicks.

I think building more trust is a better game.

22.

Attention gets people to notice you.

Trust gets people to follow you.

23.

The strongest businesses are usually built on systems.

Not random actions.

24.

One audience is often more powerful than ten scattered audiences.

25.

The internet changes fast.

Principles usually last longer.

26.

People buy solutions.

Products are just vehicles.

27.

Consistency is boring until it starts producing results.

28.

Long term thinking often looks slow in the beginning.

29.

The people building momentum usually are not starting over every month.

30.

Sometimes your next level comes from simplifying.

Not adding more.

Question Posts

31.

What is one thing you wish someone told you before starting affiliate marketing?

32.

Would you rather build one thing deeply or ten things halfway?

33.

What do you think matters more?

Traffic or trust?

34.

What is your biggest challenge right now?

35.

If you could instantly fix one thing in your business, what would it be?

36.

What are you currently trying to figure out?

37.

What frustrates you most about affiliate marketing?

38.

What is something that took you way too long to learn?

39.

Do you think people buy products or outcomes?

40.

What is one online business myth you stopped believing?

Value Posts

41.

Three things I would focus on if I started from scratch:

Build trust

Solve problems

Stay consistent

42.

Three signs you may be spreading yourself too thin:

You keep switching offers

Your content changes constantly

You feel like you're restarting every week

43.

Simple question before promoting something:

Can I build around this long term?

44.

People remember clarity.

Not complexity.

45.

Trust compounds.

46.

Content should answer questions people already have.

47.

The goal is not more content.

The goal is more useful content.

48.

Relationships often create opportunities that algorithms cannot.

49.

Build for the person you want to help.

50.

Do not just ask:

"What can I sell?"

Ask:

"What can I solve?"

Final Thoughts

You do not need fifty perfect posts.

You need consistent communication.

Use these as starting points, tell stories around them, add your experiences, and let your personality come through.

People connect with people.

That part never changes.

Disclaimer

The information contained within this book is strictly for educational purposes. If you wish to apply ideas contained in this book, you are taking full responsibility for your actions.