

Trust Engine Launch Checklist

A 40-point checklist to launch personalized Trust Reports for your prospects — branding, intake, delivery, and follow-up.

What's inside

- Setup
- Branding & voice
- Intake & scoring
- Delivery
- Follow-up plays

Chapter 1: Setup

This chapter walks through **setup** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 2: Branding & voice

This chapter walks through **branding & voice** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 3: Intake & scoring

This chapter walks through **intake & scoring** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 4: Delivery

This chapter walks through **delivery** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.

Chapter 5: Follow-up plays

This chapter walks through **follow-up plays** — the frameworks, scripts, and step-by-step actions our top-performing customers use to make this work in the real world.

Key actions:

- Audit your current workflow and identify the biggest single leak.
- Install the automation blueprint from the appendix.
- Measure lift weekly for the first 90 days and iterate.

Pro tip: pair this chapter with the matching module inside the GSS Growth Tool platform to automate the entire workflow end-to-end. Book a free walkthrough at calendly.com/kgilbert-11/free-gssai-demo-review.