



EXECUTIVE SUMMARY

— SERIES —

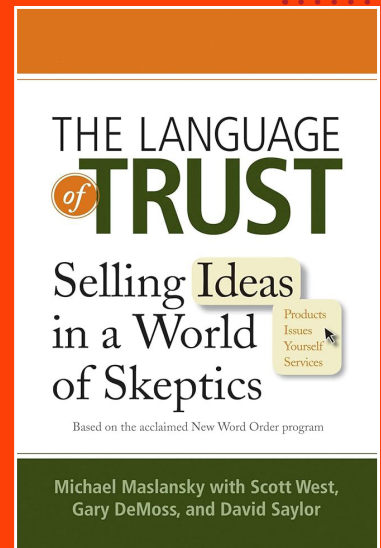
THE NUTSHELL OF THE LANGUAGE OF TRUST

By Michael Maslansky
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In today's world, trust is dead and skepticism rules; every claim is greeted with a raised eyebrow and a Google search. Audiences always assume a catch, search for contradictions, and filter out anyone who tells them what to think. In this post-trust era the old playbook—patriotism, superlatives, scarcity alarms—doesn't work anymore. Words can still open the door, but only if they prove you see the world from the listener's side and can back every syllable with action.

The language of trust begins where hype ends. Trade jargon for words a smart fifth-grader grasps. Replace scare tactics with clear benefits and options the customer can control. Promise only what real life can deliver, admit limits, and volunteer the downside. Personal, plainspoken, positive, plausible language earns the first nod of attention; everything else is just noise.

Engagement precedes persuasion. Start with a truth the skeptic already accepts, ask sincere questions, validate concerns, and invite joint problem-solving. Objections are not land mines to



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defuse but reality checks to embrace: “You’re right—this issue matters. Here’s the data; let’s decide together.” Shared control turns monologue into dialogue and moves you from adversary to ally.

Context then shapes meaning. Facts without a frame are pixels that don’t form a picture, so supply the “why” before the “what.” Show both pros and cons, link to third-party sources, and host the debate where everyone can see you listening. On online platforms especially, transparency trumps perfection; silence equals guilt.

Certain phrases shatter credibility on contact: “Trust me,” “Your call is important to us,” “Guaranteed results,” “What you need to understand...,” “Act now or lose out.” They overpromise, patronize, or expose naked self-interest. Delete them. Substitute specifics, evidence, and humble invitations. When language centers on the audience, uses everyday terms, frames opportunity, and never strains belief, skepticism bends.

Digital media magnify both risk and reward. Outrage goes viral, screen-captured for eternity, but a swift, candid reply can turn critics into collaborators. Link to the whole story, allow comments, curate rather than censor, and update visibly. The web has leveled voices; the lone parent in pajamas outranks the CEO until the CEO sounds equally human.

Selling, then, is no longer combat; it is aikido. Acknowledge the customer’s momentum, align with it, add new information, and let them decide. Trust emerges in inches: one straightforward metric, one admitted flaw, one timely tweet. Companies and individuals who master this language become the scarce resource: credible guides in a noisy marketplace.

Trust will never again be granted automatically, but it can still be rebuilt deliberately. In a world where everyone doubts first, the quiet voice that informs instead of insists becomes the voice people trust and follow.