

BUYER FUNNEL

10 High-Trust Touchpoints

Ten things to add to a buyer funnel, in the order a relationship actually forms.

Trust is earned through consistent, intentional actions that show care, honesty and value. These ten touchpoints are not ten more tasks — they are the moments a funnel either builds a relationship or stays a sequence of automated emails. They are listed in the order they naturally occur, and that order matters: a funnel breaks at its earliest gap, not its largest one.

Add them in order, one at a time.

Someone who never got a personal welcome is not going to be won back by a well-timed market update at touchpoint six. Find the earliest one you are not doing and start there.

The ten touchpoints

- ☐ **01 Personalised welcome message**
Record a 30 to 60 second video or voice note using their name, mentioning the specific resource they accessed or the enquiry they made. Thank them and say you are glad to help. Send it within 24 hours. People want to feel acknowledged rather than processed, and a personal touch sets you apart before anything else has.
- ☐ **02 Educational resource with context**
Share a guide, checklist or video that solves a problem they actually have, with one or two sentences on why it is relevant to them and one tip they can use immediately. Follow up a few days later to ask whether it helped. It proves you listened and that you are there to add value rather than to pitch.

☐ 03 Social proof spotlight

Share a short client story framed as a before and after, with enough relatable detail that they can see themselves in it, and one sentence connecting it to their situation. Add a testimonial quote if you have one. People trust stories more than statistics — seeing someone like them succeed is what makes it feel possible.

☐ 04 Transparent FAQ follow-up

Compile the five to seven questions you actually get asked and answer them plainly, including the cons and not only the benefits. Send it as an email, a PDF or a short video. Transparency removes fear; addressing a concern before it is raised is what makes you credible.

☐ 05 Behind-the-scenes access

Share a short clip of your process, the tools or checklists you use, or how you prepare. Keep it casual and do not overproduce it, and add a line on why it matters for them. Letting people see behind the curtain proves you have a real process and nothing to hide.

☐ 06 Value-first check-in

Instead of “just checking in”, send something new — a market update, a relevant piece of news, a trend — with a line or two on how it could affect their decision, and a soft next step. Every touch should make contact with you useful, which is what keeps people engaged.

☐ 07 Quick wins

Give them a small practical tool — a template, a worksheet, a one-page checklist — that works immediately and needs no explanation. Position it as something to help them get started now. An easy win creates momentum, and they associate that progress with you.

☐ 08 Authentic storytelling

Share a short story: a client journey, a personal lesson, a challenge. Three or four paragraphs, or ninety seconds on video, ending with the takeaway that is useful to them. Rotate between successes and honest mistakes — both build trust, and only sharing polished wins builds less of it.

☐ 09 Milestone recognition

Send a quick thank-you when someone downloads, attends or engages, and celebrate the small steps like booking a call or sending information through. Automate where you must, personalise where you can, and keep it light. Recognition makes people feel their progress is noticed and keeps them invested.

☐ 10 Clear path forward

End every interaction with one clear next step, ideally offering two options — book a call, or read this. Use directive language: “here is what most people find helpful next”. Keep it low time and low commitment. Clarity is what removes hesitation.

Why the order matters

These are not ten independent tactics. They map to how a relationship forms: acknowledgement, then usefulness, then credibility, then honesty, then familiarity, then momentum, then a decision. Each one assumes the ones before it happened.

Which means the useful question is not “which of these is best?” but “which is the earliest one I am not doing?”. That is where the funnel is actually leaking, and fixing a late touchpoint while an early one is missing improves very little.

Three rules that keep them from becoming noise

- One touchpoint, one purpose. A welcome video that also asks for a referral is not a welcome video.
- Automate the trigger, not the content. Knowing when to send is a systems problem; what you send should still sound like a person.
- If it does not add value, do not send it. Nine good touches beat ten where one was filler, because the filler is what teaches people to stop opening.

The bottom line.

High-trust touchpoints turn a funnel from a cold process into a relationship. The more consistently you show value, honesty and clarity, the more naturally a buyer moves toward choosing you — and the less any of it has to feel like selling.



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