**Building Trust as an Accounting Technician**

Building trust is crucial to success in the financial services industry. Potential clients may not realise they are doing it, but trust is one of the qualities they assess before engaging your services.

Trust is usually evaluated very quickly, based on intangible qualities like appearance, gut feeling and non-verbal cues. On your website, trustworthiness is conveyed by the images and words you choose and the values you communicate, either explicitly or by implication.

How well do your website and marketing messages deliver an impression of trustworthiness?

Creating trust is one of the best ways of growing a business. People move from being potential customers to dedicated clients because of the rapport you create and the confidence you instil. After all, you are dealing with their money and liaising with government departments and agencies on their behalf! They need to know they can trust you to act in their best interests, and they want to feel comfortable with you in the capacity of their advisor.

**Tips to Creating Trust**

* Have a professional photo of you and staff on an About webpage. People love to see who they are dealing with.
* Offer a free, no-obligation appointment to discuss the client's needs. Showing on your website that you offer this time to people free of charge creates a willingness to engage and learn more. You'll need a calendar app to integrate with your website, such as [Calendly](https://calendly.com/).
* Get some testimonials on your website. This is such a simple thing to do, yet many don't add this effective tool for building emotional appeal to their website. Prospective clients will be more confident in your credibility if others already trust you.
* Is your website simple and concise? Do you explain what services you offer prospective clients?
* What will clients get from working with you? Articulate the benefits for them.
* Have valuable content on your website. It doesn’t have to be a great deal, but make whatever information you share well-written, informative and valuable for potential clients.
* Consider whether to display pricing on your website. There are pros and cons for both, and no right or wrong answer, but one advantage of displaying prices is to foster reliability in how you will charge clients.

In today’s environment of bookkeeping, accounting and advisory services, business owners expect more than just number crunching and compliance. They want you to engage with them personally, and they want to know you can be relied upon as a dependable consultant or advisor.

As technology improves and makes bookkeeping more efficient, how will you differentiate yourself from others? It's all about how you connect with potential clients and, once connected, how you consolidate that trust over time.