

Good Afternoon!

Who do you trust?

Trust is the building block of any relationship and breaking that trust can have devastating consequences. Think about the people or brands in your life that you trust. Why do you trust them?



Lee Taylor

When you trust a person, a company, or brand, you accept what they are telling you is the truth. Violate the truth and the trust is broken. When trust is broken, so is the relationship. Maybe forever.

The key to being successful is being trustworthy.

Building trust is simple. Do what you say you will do. When you make a promise, keep it. Be reliable and consistent. Be someone people can count on. Be honest. Tell the truth. Compassion, understanding, and empathy are essential in creating a trusting relationship.

In this issue of the Vortex, we'll discuss trust as the building block of your brand and why being trustworthy is so important.

I hope you are getting the biggest bang for your marketing dollars and that you are working with a marketing company you can trust. Remember, you can trust Red Rock with all of your marketing needs.

Lee Taylor

If you like this issue, please pass it on ([or print it out here](#)) and remember referrals are always appreciated.



The Building Block of Your Brand

Trust is the Most Important Component in Any Relationship.

How often do you work with people you don't trust? Or how many times do you buy products from companies you don't trust? I'd venture to say not very often. Maybe once, but never again.

Trust is essential for any successful business or personal relationship. When you trust a person, a company, or brand, you accept what they are telling you is the truth. You believe them at face value. You integrate that acceptance into your decision process and you base your decisions on what you believe to be true premises. Violate that trust and kiss your relationship good-bye.

Breaking Trust Can Have Devastating Consequences.



When trust is broken - especially when the deception is intentional - it hits us hard. We feel bad because we feel we weren't smart enough to make the right decision.

Breaking trust can have devastating consequences. Think about the Volkswagen debacle. Allegedly VW installed software in their diesel engine cars that made them appear to run cleaner in emissions tests than they actually do on the road. It cost them a 30% decline in their stock price and they are now taking a \$7 billion charge to earnings. Or worse yet, Steward Parnell, the former owner of Peanut Corp. of America, was sentenced to 28 years in prison for his role in a cover-up that led to the ongoing release of peanut products containing the deadly bacteria salmonella.

How Do You Build Trust?

Building trust is simple. Do what you say you will do. When you make a promise, keep it. Be reliable and consistent. Be someone people can count on. Be honest. Tell the truth, especially when it is obvious you would benefit from telling a lie. If you do lie, admit to it before you are caught. And, don't be afraid to express your feelings. Compassion, understanding and empathy are essential in creating a trusting relationship.

You can trust Red Rock with your marketing needs.

Call us today!



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Red Rock Communications functions as an outsource marketing department for small-to-mid size companies and as a project-specific Marketing / Product Manager for larger companies.

Our Concept Is Simple.

We believe it's smarter to use your marketing dollars on programs that will grow your business than it is to spend your valuable assets on supporting the overhead and administrative costs of an in-house marketing staff. We are there when you need us but invisible when you don't.

Why Red Rock?

We are literally a one-stop shop for marketing services. In addition to providing traditional marketing services, we have the internal capability to produce creative materials – collateral, digital media and advertising materials.