

## #smallbizchat

2011-07-28 to 2011-07-28  
950 Twitter search results

97 contributors  
583 retweets 392 @replies 114 links

Time	User	Tweet
2011-07-28 12:00 am	<a href="#">KikScore</a>	<a href="#">@Lyceum</a> : <a href="#">@smallbiztrends</a> Got my own cut of green tea here too <b>#smallbizchat</b>
2011-07-28 12:00 am	<a href="#">DIYMarketers</a>	Hi <a href="#">@smallbizlady</a> and <a href="#">@Kikscore</a> can't wait to see the chat <b>#Smallbizchat</b>
2011-07-28 12:00 am	<a href="#">Lyceum</a>	<a href="#">@smallbiztrends</a> <a href="#">@Kikscore</a> <a href="#">@rajmalikdc</a> I will attend. It is 2 AM, Thursday here. I will keep awake by drinking a cup of tea. <b>#smallbizchat</b>
2011-07-28 12:00 am	<a href="#">DIYMarketers</a>	<a href="#">@Lyceum</a> you are too much Martin! <b>#Smallbizchat</b>
2011-07-28 12:00 am	<a href="#">KikScore</a>	Kicking off in just a minute or so. Thanks for joining RT <a href="#">@DIYMarketers</a> : <a href="#">@Lyceum</a> you are too much Martin! <b>#Smallbizchat</b>
2011-07-28 12:01 am	<a href="#">swichi293</a>	Hi there everyone! How are you all today? <b>#Smallbizchat</b>
2011-07-28 12:01 am	<a href="#">BarryBirkett</a>	Same here! RT <a href="#">@diymarketers</a> : Hi <a href="#">@smallbizlady</a> and <a href="#">@Kikscore</a> can't wait to see the chat <b>#Smallbizchat</b>
2011-07-28 12:02 am	<a href="#">DIYMarketers</a>	<a href="#">@BarryBirkett</a> hi Barry nice to see you here <b>#Smallbizchat</b>
2011-07-28 12:02 am	<a href="#">Lyceum</a>	<a href="#">@ChellyElite</a> Thanks for your kind words! <b>#smallbizchat</b> I trust the people here, so I have to attend!
2011-07-28 12:02 am	<a href="#">MarcREnriquez</a>	Checking in for <b>#smallbizchat</b> ! Good evening, everyone!
2011-07-28 12:02 am	<a href="#">TaiGoodwin</a>	How 2 participate <a href="http://bit.ly/S797e">http://bit.ly/S797e</a> ; try our prepared <a href="#">@Tweetgrid</a> and join us now at 8p ET <a href="http://bit.ly/sbchat113">http://bit.ly/sbchat113</a> <b>#smallbizchat</b>
2011-07-28 12:02 am	<a href="#">thehealthmaven</a>	Hello friends ~ <b>#smallbizchat</b>
2011-07-28 12:02 am	<a href="#">KenanBEAMIN</a>	hello all <b>#smallbizchat</b>
2011-07-28 12:02 am	<a href="#">KikScore</a>	Thanks <a href="#">@taigoodwin</a> . Really excited to be on <b>#Smallbizchat</b> - Honored to be the guest tonight talking online trust & smallbiz
2011-07-28 12:02 am	<a href="#">ChellyElite</a>	IA RT <a href="#">@Lyceum</a> : <a href="#">@ChellyElite</a> Thanks for your kind words! <b>#smallbizchat</b> I trust the people here, so I have to attend!
2011-07-28 12:02 am	<a href="#">TaiGoodwin</a>	Welcome to <b>#SmallBizChat</b> , a weekly conversation where emerging small business owners can get answers to their questions. <b>#smallbizchat</b>
2011-07-28 12:02 am	<a href="#">Lyceum</a>	<a href="#">@DIYMarketers</a> Yeah, I am! ;) <b>#smallbizchat</b> Congrats to the DITMarketers patent btw.
2011-07-28 12:02 am	<a href="#">DIYMarketers</a>	RT <a href="#">@MarcREnriquez</a> : Checking in for <b>#smallbizchat</b> ! Good evening, everyone! <b>#Smallbizchat</b>
2011-07-28 12:03 am	<a href="#">BizFinanceForum</a>	Its that time! Join us to learn how to make your profits grow on --> <b>#smallbizchat</b>
2011-07-28 12:03 am	<a href="#">B2BBusinessForm</a>	<a href="#">@thehealthmaven</a> Hello Friend <b>#smallbizchat</b>
2011-07-28 12:03 am	<a href="#">BarryBirkett</a>	<a href="#">@thehealthmaven</a> Hi Lea! Did you save some great ideas for <b>#smallbizchat</b> ? You had a bunch earlier today.
2011-07-28 12:03 am	<a href="#">shiftsummit</a>	RT <a href="#">@TaiGoodwin</a> : Welcome to <b>#SmallBizChat</b> , a weekly conversation where emerging small business owners can get answers

to their questions. **#smallbizchat**

2011-07-28 12:03 am [TaiGoodwin](#) I am filling in for [@SmallBizLady](#) tonight with guest Raj Malik [@Kikscore](#) **#smallbizchat**

2011-07-28 12:03 am [thehealthmaven](#) [@jillroyston](#) Jill ~ welcome, you will love this group! **#bizforum**  
**#smallbizchat**

2011-07-28 12:03 am [DIYMarketers](#) [@Lyceum](#) thanks Martin! I'm thrilled about it. **#Smallbizchat**

2011-07-28 12:03 am [TaiGoodwin](#) Q: What's the focus of **#Smallbizchat**? A: To end small business failure by helping you succeed as your own boss **#smallbizchat**

2011-07-28 12:03 am [WorkSmarteBiz](#) Good evening folks. I hope you all are having a great week.n  
**#smallbizchat**

2011-07-28 12:04 am [DIYMarketers](#) RT [@TaiGoodwin](#): I am filling in for [@SmallBizLady](#) tonight with guest Raj Malik [@Kikscore](#) **#Smallbizchat**

2011-07-28 12:04 am [TaiGoodwin](#) Right now [@Rajmalikdc](#) Co-founder of Kikscore w/ great team. Passion is helping SmallBiz. [@KikScore](#) <http://bit.ly/sbchat113>  
**#smallbizchat**

2011-07-28 12:04 am [CJaneBe](#) Hi there, everyone! **#smallbizchat**

2011-07-28 12:04 am [Manta](#) Hi Everyone, We're participating in a chat tonight so we may be tweeting more than normal. :) **#smallbizchat**

2011-07-28 12:04 am [KayAshaolu](#) Excited to be back on smallbizchat after a long absence, should be great tonight! **#smallbizchat**

2011-07-28 12:04 am [KikScore](#) Good evening everyone! Thanks for joining today. I am Raj Malik, Co-founder of KikScore. Pumped to be on. **#smallbizchat**

2011-07-28 12:04 am [BizFinanceForum](#) Good evening everyone! [@TaiGoodwin](#) I'm sure you'll do a great job.  
**#smallbizchat**

2011-07-28 12:04 am [KikScore](#) [@KayAshaolu](#) Welcome thanks for joining **#smallbizchat**

2011-07-28 12:04 am [TaiGoodwin](#) We are tweeting live with [@KikScore](#) of <http://www.kikscore.com> - join us <http://bit.ly/sbchat113> **#smallbizchat**

2011-07-28 12:04 am [BizFinanceForum](#) [@KikScore](#) Glad to have you. **#smallbizchat**

2011-07-28 12:04 am [B2BBusinessForm](#) [@TaiGoodwin](#) Hello Tai howz biz **#smallbizchat**

2011-07-28 12:04 am [swichi293](#) [@Manta](#) Kudos on making your audience aware. Communication +10 :) **#smallbizchat**

2011-07-28 12:04 am [BlackDreams](#) [@garyjones2011](#), checkout RT [@TaiGoodwin](#) Welcome to **#SmallBizChat**, a weekly conversation where emerging small ...  
<http://tmi.me/dBgiX>

2011-07-28 12:04 am [Lyceum](#) [@DIYMarketers](#) Ivana, Great to hear! :) **#smallbizchat**

2011-07-28 12:04 am [ChellyElite](#) I would like to thank **#smallbizchat** for introducing me to [@KikScore!](#)

2011-07-28 12:04 am [DIYMarketers](#) RT [@TaiGoodwin](#): We are tweeting live with [@KikScore](#) of <http://www.kikscore.com> - join us <http://bit.ly/sbchat113>  
**#Smallbizchat**

2011-07-28 12:05 am [thehealthmaven](#) [@SmallBizLady](#) [@TaiGoodwin](#) how are you ladies? **#smallbizchat**

2011-07-28 12:05 am [bradley\\_paris](#) I'm getting real-time search results at TweetGrid <http://tweetgrid.com/>  
**#smallbizchat**

2011-07-28 12:05 am [smallbiztrends](#) RT [@TaiGoodwin](#): I am filling in for [@SmallBizLady](#) tonight with guest Raj Malik [@Kikscore](#) **#Smallbizchat** (Hi everyone!)

2011-07-28 12:05 am [KikScore](#) Have a great crowd tonight. Welcome everyone. Just getting started.  
**#smallbizchat**

2011-07-28 12:05 am [TaiGoodwin](#) Welcome everybody - glad you could all join the chat - get ready for lots of good info from our guest tonight== **#smallbizchat**

2011-07-28 12:06 am [DIYMarketers](#) Hi [@ChellyElite](#) ! [@KikScore](#) Rocks! Amazing people behind that team. **#Smallbizchat**

2011-07-28 12:06 am [MarcREnriquez](#) Hey [@TaiGoodwin](#), excited for tonight's **#smallbizchat!**

2011-07-28 12:06 am [TaiGoodwin](#) Q1: IS DEMONSTRATING TRUST IMPORTANT FOR SMALL BUSINESSES DOING BUSINESS ONLINE? **#smallbizchat**

2011-07-28 12:06 am [shonali](#) Signing in and looking forward to insights from [@kikscore](#) & [@rajmalikdc!](#) **#smallbizchat**

2011-07-28 12:06 am [dare2aspire](#) RT [@BizFinanceForum](#): Its that time! Join us to learn how to make your profits grow on --> **#smallbizchat**

2011-07-28 12:06 am [DIYMarketers](#) [@smallbiztrends](#) hi Anita! **#Smallbizchat**

2011-07-28 12:06 am [DigitalKaitlyn](#) almost forgot it's Wednesday night! **#smallbizchat**

2011-07-28 12:06 am [KikScore](#) [@DIYMarketers](#) Thanks and welcome! **#smallbizchat**

2011-07-28 12:06 am [KayAshaolu](#) [@KikScore](#) thanks for hosting! I definitely can use some tips on how to look good online **#smallbizchat**

2011-07-28 12:06 am [KikScore](#) A1a 7 of every 10 shopping carts are abandoned! So consumers still have concerns re shopping & doing biz online. **#smallbizchat**

2011-07-28 12:07 am [TaiGoodwin](#) [@MarcREnriquez](#) Glad to see you here! And welcome [@smallbiztrends](#) [@thehealthmaven](#) [@BlackDreams](#) **#smallbizchat**

2011-07-28 12:07 am [CJaneBe](#) Trust is critical where you're starting online or not--essential for building a client base. **#smallbizchat@KikScore**

2011-07-28 12:07 am [DIYMarketers](#) RT [@KikScore](#): A1a 7 of every 10 shopping carts are abandoned! So consumers still have concerns reshopping & doing biz online. **#Smallbizchat**

2011-07-28 12:07 am [Manta](#) A1: Demonstrating trust is important for all small businesses online or not. Trust = transaction in most cases. **#smallbizchat**

2011-07-28 12:07 am [ChellyElite](#) RT [@Manta](#): A1: Demonstrating trust is important for all small businesses online or not. Trust = transaction in most cases. **#smallbizchat**

2011-07-28 12:07 am [KayAshaolu](#) [@KikScore](#) great point: probably why most people flock to the amazon.com's of the world **#smallbizchat**

2011-07-28 12:07 am [BizFinanceForum](#) [@KikScore](#) Wow 70 abandon rate. Any research on main reason given? **#smallbizchat**

2011-07-28 12:08 am [KikScore](#) A1b Security concerns are top of mind w/ shoppers. 63% will not buy online b/c of security and trust concerns. **#smallbizchat**

2011-07-28 12:08 am [TaiGoodwin](#) RT [@CJaneBe](#): Trust is critical where you're starting online or not--essential for building a client base. **#smallbizchat**

2011-07-28 12:08 am [DIYMarketers](#) A1; typically trust is built over time. [@Kikscore](#) shortens the process **#Smallbizchat**

2011-07-28 12:08 am [swichi293](#) A1: Trust is necessary, but it can be demonstrated in a variety of ways. Think testimonials, reviews, and affiliate programs **#smallbizchat**

2011-07-28 12:08 am [shonali](#) A1: IMHO, I think trust is essential for all businesses, small or large. **#smallbizchat**

2011-07-28 12:08 am [MarcREnriquez](#) A1 Trust = Speed **#smallbizchat**

2011-07-28 12:08 am [KikScore](#) [@KayAshaolu](#) That is why smallbiz end up losing sales because folks flock there **#smallbizchat**

2011-07-28 12:08 am [TaiGoodwin](#) RT [@B2BBusinessForm](#): [@TaiGoodwin](#) Hello Tai howz biz >>>Great thans for asking! **#smallbizchat**

2011-07-28 12:08 am [DIYMarketers](#) RT [@KikScore](#): A1b Security concerns are top of mind w/ shoppers. 63% will not buy online b/c of security and trust concerns. **#Smallbizchat**

2011-07-28 12:08 am [B2BBusinessForm](#) [@TaiGoodwin](#) Very important due to all the scams online you have to

2011-07-28 12:08 am [DeUnequeTV](#) earn the trust **#smallbizchat**  
RT [@Manta](#): Hi Everyone, We're participating in a chat tonight so we may be tweeting more than normal. :) **#smallbizchat**

2011-07-28 12:08 am [shonali](#) **#smallbizchat**  
2011-07-28 12:09 am [KikScore](#) [@MarcREnriquez](#) How does trust = speed? **#smallbizchat**  
Mostly trust issues RT [@BizFinanceForum](#): [@KikScore](#) Wow 70 abandon rate. Any research on main reason given? **#smallbizchat**

2011-07-28 12:09 am [RuthSherman](#) Video is a terrific way to establish trust - a return to face-to-face. **#smallbizchat**

2011-07-28 12:09 am [smallbiztrends](#) RT [@Manta](#) Demonstrating trust is important for all small businesses online or not. Trust = transaction in most cases. **#smallbizchat**

2011-07-28 12:09 am [ChellyElite](#) RT [@KikScore](#): A1b Security concerns are top of mind w/ shoppers. 63% will not buy online b/c of security and trust concerns. **#smallbizchat**

2011-07-28 12:09 am [CJaneBe](#) Online, trust must be present for customers to sign on. W/out face-to-face , trust is more important than ever **#smallbizchat**

2011-07-28 12:09 am [CassiusBlueCo](#) A1. Trust is very important, people want to do business with people they know & people they trust. **#smallbizchat**

2011-07-28 12:09 am [KikScore](#) A1c Imperative that smallbiz demonstrate that they are trustworthy or face lost sales **#smallbizchat**

2011-07-28 12:09 am [BarryBirkett](#) [@kikscore](#) That's a lot - there are other reasons, such as stores that req putting item in cart to see price. **#smallbizchat**

2011-07-28 12:09 am [BizFinanceForum](#) [@KikScore](#) Yes, saw part b. Numbers always get me. **#smallbizchat**

2011-07-28 12:10 am [ChellyElite](#) Great idea RT [@RuthSherman](#): Video is a terrific way to establish trust - a return to face-to-face. **#smallbizchat**

2011-07-28 12:10 am [picwishpixie](#) RT [@RuthSherman](#): Video is a terrific way to establish trust - a return to face-to-face. **#smallbizchat**

2011-07-28 12:10 am [DIYMarketers](#) RT [@smallbiztrends](#): Demonstrating trust is important for all small businesses online or not. Trust = transaction in most cases. **#Smallbizchat**

2011-07-28 12:10 am [newpr](#) **#smallbizchat** saying hi from Acela express tuning into [@rajmalikdc](#)

2011-07-28 12:10 am [DIYMarketers](#) RT [@BarryBirkett](#): [@kikscore](#) Thats a lot - there are other reasons, such as stores that req putting item in cart to see price. **#Smallbizchat**

2011-07-28 12:10 am [TaiGoodwin](#) [@shonali](#) Welcome to the chat tonight! **#smallbizchat**

2011-07-28 12:10 am [KenanBEAMIN](#) i think its all about website presentaion that determines if a person buys from a site or not **#smallbizchat**

2011-07-28 12:10 am [KikScore](#) [@BarryBirkett](#) So true there are many reasons. Trust can really be a primary one, but you are right. Price etc also **#smallbizchat**

2011-07-28 12:10 am [swichi293](#) [@smallbiztrends](#) [@Manta](#) Trust can be earned through respect for your customers. Don't bombard and don't wast time **#smallbizchat**

2011-07-28 12:10 am [Lyceum](#) [@KikScore](#) I have heard these figures too. Listened to [@inUse\\_swe](#). **#smallbizchat**

2011-07-28 12:10 am [RuthSherman](#) [@ChellyElite](#) And video is easy, too. **#smallbizchat**

2011-07-28 12:10 am [KikScore](#) RT [@BarryBirkett](#): [@kikscore](#) That's a lot - there are other reasons, such as stores that req putting item in cart to see price. **#smallbizchat**

2011-07-28 12:10 am [shiftsummit](#) [@taigoodwin](#) is having a **#smallbizchat** right now... follow the hash tag and her!

2011-07-28 12:10 am [shonali](#) [@TaiGoodwin](#) Good to be here! **#smallbizchat**

2011-07-28 12:10 am [SociallySavvy4U](#) RT [@CJaneBe](#): Online, trust must be present for customers to sign

on. W/out face-to-face , trust is more important than ever

**#smallbizchat**

- 2011-07-28 12:10 am [TaiGoodwin](#) RT [@BarryBirkett](#): [@kikscore](#) That's a lot - there are other reasons, such as stores that req putting item in cart to see price **#smallbizchat**
- 2011-07-28 12:10 am [DIYMarketers](#) [@BarryBirkett](#) [@kikscore](#) great oint - going to car to see price **#Smallbizchat**
- 2011-07-28 12:11 am [KikScore](#) Great to see [@shonali](#) [@newpr](#) tonight **#smallbizchat**
- 2011-07-28 12:11 am [newpr](#) RT [@KikScore](#): A1b Security concerns are top of mind w/ shoppers. 63% will not buy online b/c of security and trust concerns. **#smallbizchat**
- 2011-07-28 12:11 am [B2BBusinessForm](#) People buy from companies they trust bottom line **#smallbizchat**
- 2011-07-28 12:11 am [TaiGoodwin](#) [@shiftsummit](#) Thanks for helping spread the word! **#smallbizchat**
- 2011-07-28 12:11 am [CJaneBe](#) Customers are still learning the online marketplace (as are businesses). Trust must be present. **#smallbizchat**
- 2011-07-28 12:11 am [KikScore](#) We have someone from Sweeden on today where its 2am! [@lyceum](#) **#smallbizchat**
- 2011-07-28 12:11 am [DIYMarketers](#) RT [@B2BBusinessForm](#): People buy from companies they trust bottom line **#Smallbizchat**
- 2011-07-28 12:11 am [KikScore](#) RT [@B2BBusinessForm](#): People buy from companies they trust bottom line **#smallbizchat**
- 2011-07-28 12:11 am [wwahmpreneur](#) RT [@CassiusBlueCo](#): A1. Trust is very important, people want to do business with people they know & people they trust. **#smallbizchat**
- 2011-07-28 12:11 am [TaiGoodwin](#) Q2: IS TRUST A ONE TIME ITEM OR IS IT ONGOING AND DYNAMIC FACTOR THAT ALWAYS IS PART OF YOUR BUSINESS? **#smallbizchat**
- 2011-07-28 12:11 am [MarcREnriquez](#) [@shonali](#) Example: if you've one provider you always go to, you don't waste much time questioning his advice **#smallbizchat**
- 2011-07-28 12:12 am [DIYMarketers](#) RT [@TaiGoodwin](#): Q2: IS TRUST A ONE TIME ITEM OR IS IT ONGOING AND DYNAMIC FACTOR THAT ALWAYS IS PART OF YOUR BUSINESS? **#Smallbizchat**
- 2011-07-28 12:12 am [KayAshaolu](#) You get my respect RT [@KikScore](#): We have someone from Sweeden on today where its 2am! [@lyceum](#) **#smallbizchat**
- 2011-07-28 12:12 am [shonali](#) [@newpr](#) You're tuning in from Acela? Now that's dedication. :) cc [@rajmalikdc](#) **#smallbizchat**
- 2011-07-28 12:12 am [CJaneBe](#) In order to persuade customers to act (to buy), trust is Step One. **#smallbizchat**
- 2011-07-28 12:12 am [MatthewLiberty](#) RT [@JohnAguiar](#): RT [@KikScore](#): RT [@B2BBusinessForm](#): People buy from companies they trust bottom line **#smallbizchat** **#SmallBizChat**
- 2011-07-28 12:12 am [ChellyElite](#) RT [@TaiGoodwin](#): Q2: IS TRUST A ONE TIME ITEM OR IS IT ONGOING AND DYNAMIC FACTOR THAT ALWAYS IS PART OF YOUR BUSINESS? **#Smallbizchat**
- 2011-07-28 12:12 am [SweetieBerry](#) A2) Trust requires relationship, so it must be an ongoing reciprocal action...to be effective **#smallbizchat**
- 2011-07-28 12:12 am [shonali](#) [@MarcREnriquez](#) OK, I see. But it does take time to build up that trust that ultimately leads to speed, yes? **#smallbizchat**
- 2011-07-28 12:12 am [Lyceum](#) [@KikScore](#) [@rajmalikdc](#) Thanks for the shout out! :) **#smallbizchat**
- 2011-07-28 12:12 am [TaiGoodwin](#) RT [@KikScore](#): We have someone from Sweeden on today where its 2am! [@lyceum](#) WOW - thanks for joining the chat! **#smallbizchat**
- 2011-07-28 12:12 am [BizFinanceForum](#) A2 Trust / reputation takes a lifetime to build and can be destroyed

with one actn **#smallbizchat**

2011-07-28 12:12 am [DIYMarketers](#) RT [@SweetieBerry](#): A2) Trust requires relationship, so it must be an ongoing reciprocal action...to be effective **#Smallbizchat**

2011-07-28 12:13 am [KikScore](#) A2a Trust is a dynamic and ever changing factor in the mind of consumers that shop online. **#smallbizchat**

2011-07-28 12:13 am [B2BBusinessForm](#) [@TaiGoodwin](#) Trust should always be part of your everyday business **#smallbizchat**

2011-07-28 12:13 am [CassiusBlueCo](#) A2. Trust is ongoing & dynamic. Trust is hard to build and easy to loose. Doing business with integrity is essential. **#smallbizchat**

2011-07-28 12:13 am [swichi293](#) A2: Trust is ongoing, it's easier to fracture trust than it is to build it **#smallbizchat**

2011-07-28 12:13 am [newpr](#) RT [@shonali](#): [@newpr](#) You're tuning in from Acela? Now that's dedication. :) cc [@rajmalikdc](#) **#smallbizchat**

2011-07-28 12:13 am [TaiGoodwin](#) RT [@BizFinanceForum](#): A2 Trust / reputation takes a lifetime to build and can be destroyed with one act **#smallbizchat**

2011-07-28 12:13 am [shonali](#) A2: I think trust is ongoing. It takes a long time to earn, but is easily lost. **#smallbizchat**

2011-07-28 12:13 am [rajmalikdc](#) RT [@B2BBusinessForm](#): [@TaiGoodwin](#) Trust should always be part of your everyday business **#smallbizchat**

2011-07-28 12:13 am [MarcREnriquez](#) [@shonali](#) If that provider tells you something's good for you and it's within your means, you act quickly. **#smallbizchat**

2011-07-28 12:13 am [DIYMarketers](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): A2 Trust / reputation takes a lifetime to build and can be destroyed with one act **#Smallbizchat**

2011-07-28 12:13 am [grantdoctor](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): A2 Trust / reputation takes a lifetime to build and can be destroyed with one act **#smallbizchat**

2011-07-28 12:13 am [ChellyElite](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): A2 Trust / reputation takes a lifetime to build and can be destroyed with one act **#smallbizchat**

2011-07-28 12:13 am [kindracotton](#) A2: Trust is an ongoing thing. It requires nurturing of the relationship that exists, and it's dynamic. **#SmallBizChat**

2011-07-28 12:13 am [CJaneBe](#) Trust is on-going and reciprocal. Trust must be continually massaged--worked on. It could be lost easily. **#smallbizchat**

2011-07-28 12:13 am [RebeccaSM](#) RT [@rajmalikdc](#): RT [@B2BBusinessForm](#): [@TaiGoodwin](#) Trust should always be part of your everyday business **#smallbizchat**

2011-07-28 12:13 am [BarryBirkett](#) Many biz learned hard way! RT [@kikscore](#): Trust is a dynamic & ever changing factor in the mind of consumers that shop online. **#smallbizchat**

2011-07-28 12:13 am [SweetieBerry](#) A2) Trust is multi faceted. Its trust that your intent is honorable, your product reliable, your service appropriate **#smallbizchat**

2011-07-28 12:14 am [KikScore](#) So true RT [@DIYMarketers](#): RT [@SweetieBerry](#): A2) Trust requires relationship, so it must be an ongoing reciprocal action. **#Smallbizchat**

2011-07-28 12:14 am [DigitalKaitlyn](#) A2) A person becomes loyal to a brand because they feel they can trust their opinions and quality, that never ends **#smallbizchat**

2011-07-28 12:14 am [newpr](#) [@shonali](#) [@rajmalikdc](#) wouldn't miss it for [@KikScore](#) **#smallbizchat**

2011-07-28 12:14 am [MarcREnriquez](#) [@shonali](#) It CAN take time to build trust, or you can borrow trust to build relationships faster, ie referrals **#smallbizchat**

2011-07-28 12:14 am [B2BBusinessForm](#) Trust is often more important than price **#smallbizchat**

2011-07-28 12:14 am [DIYMarketers](#) RT [@CJaneBe](#): Trust is on-going and reciprocal. Trust must be continually massaged--worked on. It could be lost easily. **#Smallbizchat**

2011-07-28 12:14 am [rajmalikdc](#) RT [@BizFinanceForum](#): A2 Trust / reputation takes a lifetime to build and can be destroyed with one act **#smallbizchat**

2011-07-28 12:14 am [bradley\\_paris](#) Too TrueRT [@KikScore](#): A2a Trust is a dynamic and ever changing factor in the mind of consumers that shop online. **#smallbizchat**

2011-07-28 12:14 am [smallbiztrends](#) [@Lyceum](#) [@KikScore](#) [@rajmalikdc](#) Hi Martin! You are dedicated to join this chat when it's so late in Sweden. **#smallbizchat**

2011-07-28 12:14 am [Manta](#) A2: Like friendships, you need ongoing trust to properly continue and maintain good customer relationship & retention. **#smallbizchat**

2011-07-28 12:14 am [kindracotton](#) A1: Demonstrating trust is the key to being successful online, especially when you dont have a "built-in audience" (celebrity) **#SmallBizChat**

2011-07-28 12:14 am [KikScore](#) A2b If a site doesn't look actively managed/updated, visitors may feel uncomfortable using your business or buying from you **#smallbizchat**

2011-07-28 12:14 am [dare2aspire](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): A2 Trust / reputation takes a lifetime to build and can be destroyed with one act **#smallbizchat**

2011-07-28 12:14 am [DigitalKaitlyn](#) RT [@Manta](#): A2: Like friendships, you need ongoing trust to properly continue and maintain good customer relationship & retention. **#smallbizchat**

2011-07-28 12:14 am [KayAshaolu](#) just as you have to spend time to form a good personal relationship, the same holds for businesses **#smallbizchat**

2011-07-28 12:14 am [B2BBusinessForm](#) [@MarcREnriquez](#) [@shonali](#) Howz it going Marc **#smallbizchat**

2011-07-28 12:15 am [BizFinanceForum](#) [@MarcREnriquez](#) [@shonali](#) Be sure if you are doing the referring the person is good! **#smallbizchat**

2011-07-28 12:15 am [shonali](#) [@MarcREnriquez](#) Even with referrals, there's still a gap to bridge. Referrals can help you get there, they won't do it all. **#smallbizchat**

2011-07-28 12:15 am [shiftsummit](#) RT [@smallbiztrends](#): [@Lyceum](#) [@KikScore](#) [@rajmalikdc](#) Hi Martin! You are dedicated to join this chat when it's so late in Sweden. **#smallbizchat**

2011-07-28 12:15 am [SweetieBerry](#) A2) When consumer relationships exist, when breech of service or product failure happens, the relationship upholds solutions. **#smallbizchat**

2011-07-28 12:15 am [newpr](#) RT [@BarryBirkett](#): Many biz learned hard way! RT [@kikscore](#): Trust is a dynamic & ever changing factor in the mind of consumers that shop online. **#smallbizchat**

2011-07-28 12:15 am [KikScore](#) [@johnaguair](#) thanks for joining! **#smallbizchat**

2011-07-28 12:15 am [B2BBusinessForm](#) RT [@kindracotton](#): A1: Demonstrating trust is the key to being successful online, especially when you dont have a "built-in audience" (celebrity) **#SmallBizChat**

2011-07-28 12:15 am [DIYMarketers](#) RT [@KikScore](#): A2b If a site doesn't look actively managed/updated, visitors may feel uncomfortable using your site **#Smallbizchat**

2011-07-28 12:15 am [TaiGoodwin](#) RT [@SweetieBerry](#): A2) Trust is multi faceted. Trust that your intent is honorable, your prod reliable, your svc appropriate **#smallbizchat**

2011-07-28 12:15 am [ChellyElite](#) RT [@KikScore](#): A2b If a site doesn't look actively managed/updated, visitors may feel uncomfortable using your business or buying from you **#smallbizchat**

2011-07-28 12:15 am [B2BBusinessForm](#) [@kindracotton](#) Very well put **#smallbizchat**

2011-07-28 12:15 am [smallbiztrends](#) RT [@CJaneBe](#) In order to persuade customers to act (to buy), trust is Step One. **#smallbizchat**

2011-07-28 12:15 am [ChellyElite](#) RT [@Manta](#): A2: Like friendships, you need ongoing trust to properly continue and maintain good customer relationship & retention. **#smallbizchat**

2011-07-28 12:15 am [CJaneBe](#) Trust is dynamic; it's always in process of building. Trust is a human connection,; it will naturally be fluid and at -risk **#smallbizchat**

2011-07-28 12:15 am [KikScore](#) A2c View your website from consumer's point of view esp areas where purchasing decisions made. Why should a customer trust u? **#smallbizchat**

2011-07-28 12:15 am [KayAshaolu](#) [@KikScore](#) and also if your site is below a level of quality (but for some reason craigslist is the exception) **#smallbizchat**

2011-07-28 12:15 am [TaiGoodwin](#) RT [@KikScore](#): A2b If a site doesn't look actively managed/updated, visitors may feel uncomfortable using your biz or buying **#smallbizchat**

2011-07-28 12:16 am [TaiGoodwin](#) Q3: WHAT KEY FACTORS DO CONSUMERS USE TO MAKE A PURCHASING DECISION WHEN BUYING ONLINE? **#smallbizchat**

2011-07-28 12:16 am [BizFinanceForum](#) YES! RT [@KikScore](#): A2b If a site doesn't look actively managed/updated, visitors may feel uncomfortable buying from you **#smallbizchat**

2011-07-28 12:16 am [Lyceum](#) [@rajmalikdc](#) A2 Have you heard about the V.C.P process by Dr. Ivan Misner of BNI? Visibility - Credibility - Profitability **#smallbizchat**

2011-07-28 12:16 am [MattSMansfield](#) A2) [@michaelport](#) says (paraphrase): "trust = # of commitments kept over time". Always liked that. **#smallbizchat**

2011-07-28 12:16 am [rajmalikdc](#) RT [@smallbiztrends](#): RT [@CJaneBe](#) In order to persuade customers to act (to buy), trust is Step One. **#smallbizchat**

2011-07-28 12:16 am [ChellyElite](#) Taking lots of notes today ... Slowly overcoming my fears of e-commerce thanks to **#smallbizchat**

2011-07-28 12:16 am [DIYMarketers](#) RT [@CJaneBe](#): Trust is dynamic; its always in process of building. Trust is a human connection,; it will be fluid and at-risk **#Smallbizchat**

2011-07-28 12:16 am [BizFinanceForum](#) [@MattSMansfield](#) Hey Matt good to see you. Hows the leg?n **#smallbizchat**

2011-07-28 12:16 am [swichi293](#) A2: Price, ease, and security **#smallbizchat**

2011-07-28 12:16 am [thepinkboss](#) RT [@KikScore](#): A2c View your website from consumer's point of view esp areas where purchasing decisions made. Why should a customer trust u? **#smallbizchat**

2011-07-28 12:16 am [CJaneBe](#) With the contracting economy, trust is at the core of persuasion--getting customers to act. **#smallbizchat**

2011-07-28 12:16 am [315p](#) RT [@JohnAguiar](#): RT [@KikScore](#): A2a Trust is a dynamic and ever changing factor in the mind of consumers that shop online. **#smallbizchat #SmallBizChat**

2011-07-28 12:16 am [MarcREnriquez](#) [@shonali](#) Certainly, but that gap is smaller w/ borrowed trust, which does make "getting there" a bit faster. **#smallbizchat**

2011-07-28 12:17 am [KikScore](#) A3a Price, location, is product in stock, free delivery etc. But Trust is the one trump card. No Trust = no sale online **#smallbizchat**

2011-07-28 12:17 am [shonali](#) RT [@KikScore](#): A2c View your website fm consumer's POV esp areas where purchasing decisions made. Why should customer trust u? **#smallbizchat**

2011-07-28 12:17 am [SweetieBerry](#) A2) I find that site response/ attn to interaction is as important as



other facets...they need to know how/when/where/what

**#smallbizchat**

- 2011-07-28 12:17 am [TaiGoodwin](#) RT [@grantdoctor](#): Ongoing. Always a part of doing and staying in business. Extend trust until they loses the right to have it  
**#smallbizchat**
- 2011-07-28 12:17 am [MattSMansfield](#) RT [@ChellyElite](#): Taking lots of notes today ... Slowly overcoming my fears of e-commerce thanks to **#smallbizchat** > awesome!  
**#smallbizchat**
- 2011-07-28 12:17 am [wwahhmpreneur](#) RT [@RuthSherman](#): Video is a terrific way to establish trust - a return to face-to-face. **#smallbizchat**
- 2011-07-28 12:17 am [rajmalikdc](#) RT [@ChellyElite](#): Taking lots of notes today ... Slowly overcoming my fears of e-commerce thanks to **#smallbizchat**
- 2011-07-28 12:17 am [wwahhmpreneur](#) RT [@swichi293](#): A1: Trust is necessary, but it can be demonstrated in a variety of ways. Think testimonials, reviews, and affiliate programs  
**#smallbizchat**
- 2011-07-28 12:17 am [newpr](#) **#smallbizchat** Takes years for #SMB to build trust but just one small act to lose it. Warren Buffet
- 2011-07-28 12:17 am [MattSMansfield](#) [@BizFinanceForum](#) [@MattSMansfield](#) OK, thanks - still pretty ouchie. :( **#smallbizchat**
- 2011-07-28 12:17 am [BizFinanceForum](#) [@ChellyElite](#) Don't forget they put out notes on Thursday too!  
**#smallbizchat**
- 2011-07-28 12:17 am [Lyceum](#) [@smallbiztrends](#) Anita: Yes, I am dedicated! It is soon bright & early here! ;) I am a "night watchman." **#smallbizchat**
- 2011-07-28 12:17 am [Chris\\_Eh\\_Young](#) I'm getting real-time search results at TweetGrid <http://tweetgrid.com/>  
**#smallbizchat**
- 2011-07-28 12:17 am [KikScore](#) A3b Websites that dont appear legit, trustworthy/reliable, may lose customers forever! Why would they ever come back? **#smallbizchat**
- 2011-07-28 12:17 am [17thandRiggs](#) RT [@KikScore](#): A3a Price, location, product in stock, free delivery etc. Trust is the one trump card. No Trust = no sale online **#smallbizchat**
- 2011-07-28 12:17 am [Manta](#) A3: Online buyers look at the price point, site security, ease of navigation, any special deals/coupons, customer reviews  
**#smallbizchat**
- 2011-07-28 12:17 am [wwahhmpreneur](#) RT [@KikScore](#): A1b Security concerns are top of mind w/ shoppers. 63% will not buy online b/c of security and trust concerns.  
**#smallbizchat**
- 2011-07-28 12:17 am [MarcREnriquez](#) Absolutely! RT [@BizFinanceForum](#): [@MarcREnriquez](#) [@shonali](#) Be sure if you are doing the referring the person is good! **#smallbizchat**
- 2011-07-28 12:17 am [shonali](#) [@MarcREnriquez](#) Maybe this is semantics, but I don't think it's "borrowed" trust so much as "temporarily transferred" trust.  
**#smallbizchat**
- 2011-07-28 12:17 am [DigitalKaitlyn](#) A3) When buying online people typically look for other customer reviews,easy to find contact info and accessible return policy  
**#smallbizchat**
- 2011-07-28 12:18 am [TaiGoodwin](#) RT [@KikScore](#): A3a Price, location, free delivery etc. But Trust is the one trump card. No Trust = no sale online **#smallbizchat**
- 2011-07-28 12:18 am [colleenmaleski](#) A2 - Trust is ongoing. One mishap will not mean you lose a customer's trust if you've built a good relationship/reputation.  
**#smallbizchat**
- 2011-07-28 12:18 am [KayAshaolu](#) A3: Thinking aloud, but maybe having an actual customer service number? That seems to be more scarce these days **#smallbizchat**

2011-07-28 12:18 am [CJaneBe](#) Trust is the core element in relationship bldg. We start with trust and build upon it to create authentic connections . **#smallbizchat**

2011-07-28 12:18 am [MattSMansfield](#) RT [@BizFinanceForum](#): [@ChellyElite](#) Dont forget they put out notes on Thursday too! > yes - very handy! **#smallbizchat**

2011-07-28 12:18 am [SweetieBerry](#) Agreed, video recommendations, interactions, and explanation of services help dev relationship. **#smallbizchat**

2011-07-28 12:18 am [MarcREnriquez](#) [@B2BBusinessForm](#) Hey Adrian, good to see you! **#smallbizchat**

2011-07-28 12:18 am [DIYMarketers](#) I'm learning so much from [@rajmalikdc](#) about trust and ecommerce. Join the chat to learn about ecommerce and trust **#Smallbizchat**

2011-07-28 12:18 am [kindracotton](#) A3: Harkening to the power of social media, consumers use their peer group to make online purchasing decisions. **#SmallBizChat**

2011-07-28 12:18 am [MattSMansfield](#) RT [@KayAshaolu](#): A3: Thinking aloud, but maybe having an actual customer service number? > with a real person answering, lol! **#smallbizchat**

2011-07-28 12:18 am [DIYMarketers](#) RT [@SweetieBerry](#): Agreed, video recommendations, interactions, and explanation of services help dev relationship. **#Smallbizchat**

2011-07-28 12:18 am [BlackDreams](#) A1: Trust is important for small business and businesses in general. Without trust business goes no where. **#smallbizchat**

2011-07-28 12:18 am [KikScore](#) Wow blown away with the speed of the convo. Trying my best to keep up. Keep it coming! **#smallbizchat**

2011-07-28 12:18 am [TaiGoodwin](#) RT [@ChellyElite](#): Slowly overcoming my fears of e-commerce thanks to **#smallbizchat** >>> and [@KickScore](#)

2011-07-28 12:18 am [BenitaTyler](#) [@TaiGoodwin](#) A3 Product or service description impacts the online buying decision as in addition to the offer's guarantee. **#smallbizchat**

2011-07-28 12:18 am [B2BBusinessForm](#) Trust and Integrity must begin at the top and then move down. Lead by example **#smallbizchat**

2011-07-28 12:19 am [andreacook](#) "@smallbiztrends [@TaiGoodwin](#) [@SmallBizLady](#) [@Kikscore](#) **#Smallbizchat** (Hi everyone!)" hi! New to the chat...

2011-07-28 12:19 am [TaiGoodwin](#) How to participate in **#SmallBizChat** <http://bit.ly/S797e>; join in via tonight's tweetgrid: <http://bitly.com/sbchat113> **#smallbizchat**

2011-07-28 12:19 am [SweetieBerry](#) Trust is not simply integrity of word, but of action, pricing, service and proactive planning for clients. **#smallbizchat**

2011-07-28 12:19 am [kindracotton](#) A3: Figuring out whom to trust online becomes easier if you know people that have gone down that road first. **#SmallBizChat**

2011-07-28 12:19 am [BizFinanceForum](#) RT [@DIYMarketers](#): learning so much from [@rajmalikdc](#) on trust and ecommerce. Join the chat to learn about ecommerce and trust **#smallbizchat**

2011-07-28 12:19 am [shonali](#) I missed Q3. :( **#smallbizchat**

2011-07-28 12:19 am [newpr](#) RT [@KikScore](#): A3b Websites that dont appear legit, trustworthy/reliable, may lose customers forever! Why would they ever come back? **#smallbizchat**

2011-07-28 12:19 am [CJaneBe](#) RT [@SweetieBerry](#): Trust is not simply integrity of word, but of action, pricing, service and proactive planning for clients. **#smallbizchat**

2011-07-28 12:19 am [B2BBusinessForm](#) RT [@BlackDreams](#): A1: Trust is important for small business and businesses in general. Without trust business goes no where. **#smallbizchat**

2011-07-28 12:19 am [krewmom](#) RT [@smallbiztrends](#): RT [@CJaneBe](#) In order to persuade customers to act (to buy), trust is Step One. **#smallbizchat**

2011-07-28 12:19 am [thehealthmaven](#) I read reviews ~ & often you get a sense of the co personality & interaction from the opinions **#smallbizchat**

2011-07-28 12:19 am [DigitalKaitlyn](#) [@shonali](#) Q3: WHAT KEY FACTORS DO CONSUMERS USE TO MAKE A PURCHASING DECISION WHEN BUYING ONLINE? **#smallbizchat**

2011-07-28 12:19 am [TaiGoodwin](#) Live right now - Interview with E commerce expert Raj Malik [@KikScore](#) <http://bitly.com/sbchat113> **#smallbizchat**

2011-07-28 12:19 am [HiBusinessAngel](#) Question: Whats a good way to price services without making people think you're shady? **#smallbizchat**

2011-07-28 12:19 am [kindracotton](#) A3: I also think consumers look at how good your info is FIRST, then who you are (when you're unknown). **#SmallBizChat**

2011-07-28 12:19 am [shonali](#) [@DigitalKaitlyn](#) Thank you. :) **#smallbizchat**

2011-07-28 12:19 am [Manta](#) [@andreacook](#) Hi! Welcome! **#smallbizchat**

2011-07-28 12:19 am [CassiusBlueCo](#) [@KikScore](#) Me too, but great info & lots of people. **#smallbizchat**

2011-07-28 12:19 am [KayAshaolu](#) [@MattSMansfield](#) and without having to search the internet forums for the secret number **#smallbizchat**

2011-07-28 12:19 am [TaiGoodwin](#) Do you need a Small Business Makeover? <http://shar.es/HCroM> **#smallbizchat**

2011-07-28 12:20 am [KikScore](#) Reviews r good RT [@thehealthmaven](#): I read reviews & often you get a sense of the co personality & interaction from opinions **#smallbizchat**

2011-07-28 12:20 am [MarcREnriquez](#) A2 Trust is like a flower you must continually nurture and protect. One mistake and it can wither. **#smallbizchat**

2011-07-28 12:20 am [BizFinanceForum](#) Yes RT [@kindracotton](#): A3: I also think consumers look at how good your info is FIRST, then who you are (when youre unknown). **#smallbizchat**

2011-07-28 12:20 am [kindracotton](#) A3: Of course, this could also be generational, as some older folks are 1st concerned with the "who" over the "what". **#SmallBizChat**

2011-07-28 12:20 am [MattSMansfield](#) RT [@KayAshaolu](#): [@MattSMansfield](#) and without having to search the internet forums for the secret number > EXACTLY! :) **#smallbizchat**

2011-07-28 12:20 am [MattSMansfield](#) RT [@TaiGoodwin](#): Do you need a Small Business Makeover? <http://shar.es/HCroM> **#smallbizchat**

2011-07-28 12:20 am [CJaneBe](#) [@TaiGoodwin](#) Key factors: customers need to know WHY they're buying--not necessarily WHAT they're buying. **#smallbizchat**

2011-07-28 12:20 am [ChellyElite](#) RT [@thehealthmaven](#): I read reviews ~ & often you get a sense of the co personality & interaction from the opinions **#smallbizchat**

2011-07-28 12:20 am [SweetieBerry](#) A3) Online buying results from matching need/price/ware or service to consumer perception of want. **#smallbizchat**

2011-07-28 12:20 am [TaiGoodwin](#) It's finally available on Amazon! The "Are You Ready to Become Your Own Boss?" workbook. <http://t.co/DvHRQQ8> **#smallbizchat**

2011-07-28 12:20 am [MattSMansfield](#) RT [@BizFinanceForum](#): Yes RT [@kindracotton](#): A3: I also think consumers look at how good your info is FIRST, then who you are. **#smallbizchat**

2011-07-28 12:20 am [KikScore](#) Welcome those who are just joining. **#smallbizchat**

2011-07-28 12:21 am [thepinkboss](#) RT [@kindracotton](#): A3: I also think consumers look at how good your info is FIRST, then who you are (when you're unknown). **#SmallBizChat**

2011-07-28 12:21 am [DIYMarketers](#) RT [@kindracotton](#): A3: Of course, this could also be generational, as some older folks are 1st concerned with who over what **#Smallbizchat**

2011-07-28 12:21 am [TaiGoodwin](#) Q4: HOW MUCH DO THOSE FACTORS DIFFER FOR B2B SALES?

**#smallbizchat**  
2011-07-28 12:21 am [DigitalKaitlyn](#) You are welcome, they go by quick! RT [@shonali](#): [@DigitalKaitlyn](#)  
Thank you. :) **#smallbizchat**

2011-07-28 12:21 am [SweetieBerry](#) A3) Educate, educate, educate your potentials on what you do, don't do, and what is best practice. **#smallbizchat**

2011-07-28 12:21 am [pjmachado](#) It is essential for all human interactions RT [@shonali](#) A: IMHO, I think trust is essential for all businesses, small or large. **#smallbizchat**

2011-07-28 12:21 am [grantdoctor](#) RT [@TaiGoodwin](#): It's finally available on Amazon! The "Are You Ready to Become Your Own Boss?" workbook. <http://t.co/DvHRQQ8>  
**#smallbizchat**

2011-07-28 12:21 am [KikScore](#) A4a Trust factors are just as important in B2B sales, if not more important. Wrong purchase can lead to people getting fired!  
**#smallbizchat**

2011-07-28 12:21 am [CassiusBlueCo](#) RT [@TaiGoodwin](#) Key factors: customers need to know WHY they're buying--not necessarily WHAT they're buying. **#smallbizchat**

2011-07-28 12:21 am [CJaneBe](#) To persuade a customer to buy, your message must get at the pathos--the emotion--the WHY of the purchase. **#smallbizchat**

2011-07-28 12:21 am [smallbiztrends](#) [@andreacook](#) Welcome Andrea! Chats are fun. You meet lots of new people. And learn, too. :-)  
**#SmallBizChat**

2011-07-28 12:21 am [thepinkboss](#) RT"@TaiGoodwin: How to participate in **#SmallBizChat**  
<http://t.co/STj18ku>; join in via tonight's tweetgrid: <http://t.co/lorHP87>  
**#smallbizchat**

2011-07-28 12:21 am [CassiusBlueCo](#) RT [@SweetieBerry](#): A3) Educate, educate, educate your potentials on what you do, don't do, and what is best practice. **#smallbizchat**

2011-07-28 12:21 am [BlackDreams](#) RT [@Manta](#): A1: Demonstrating trust is important for all small businesses online or not. Trust = transaction in most cases.  
**#smallbizchat**

2011-07-28 12:21 am [SweetieBerry](#) A4) B2B sales acknowledge the scope and sequence of services needed, offered, and not offered. **#smallbizchat**

2011-07-28 12:21 am [Chris\\_Eh\\_Young](#) I missed the first 3 questions. Now Q4 doesn't make sense. LOL  
**#smallbizchat**

2011-07-28 12:22 am [KayAshaolu](#) I agree! RT [@SweetieBerry](#): A3) Educate, educate, educate your potentials on what you do, don't do, and what is best practice  
**#smallbizchat**

2011-07-28 12:22 am [shonali](#) A3: For me (as consumer) it's information, ease of search (can I see if they've what I want, quick?), trust they'll deliver. **#smallbizchat**

2011-07-28 12:22 am [MattSMansfield](#) A4 - just as critical - bluster and hyperbole must be kept to a minimum in B2B **#smallbizchat**

2011-07-28 12:22 am [BizFinanceForum](#) A4: Even more important b/c they can't knock on your door if you don't deliver! **#smallbizchat**

2011-07-28 12:22 am [TaiGoodwin](#) [@Chris\\_Eh\\_Young](#) Hey Chris - glad you could make the chat tonight!  
**#smallbizchat**

2011-07-28 12:22 am [SweetieBerry](#) [@Chris\\_Eh\\_Young](#) Questions based on trust in online business, ecommerce and in relationships in Bus. **#smallbizchat**

2011-07-28 12:22 am [KikScore](#) A4b B2B buyers have no incentive to buy from anyone but someone who has conveyed reputation of reliability & trustworthiness  
**#smallbizchat**

2011-07-28 12:22 am [TaiGoodwin](#) RT [@KikScore](#): A4a Trust factors are just as important in B2B sales, if not more important. **#smallbizchat**

2011-07-28 12:22 am [colleenmaleski](#) Hear hear! I sometimes need an answer now, not in 2 - 7 business

days. MT [@kayashaolu](#): Have an actual customer service number. **#smallbizchat**

2011-07-28 12:22 am [MarcREnriquez](#)

A3 In our current "Info Age," one factor consumers consider is whether provider has proven him/herself truly knowledgeable.

**#smallbizchat**

2011-07-28 12:23 am [KikScore](#)

Amen to that! RT [@BizFinanceForum](#): A4: Even more important b/c they can't knock on your door if you don't deliver! **#smallbizchat**

2011-07-28 12:23 am [CJaneBe](#)

We need to ask why a customer would buy our product/service. What is the value of our pro/ser? That must be communicated.

**#smallbizchat**

2011-07-28 12:23 am [DigitalKaitlyn](#)

A4) B2B sale gives you an opportunity to see what you are purchasing & ask real time questions, online service is often email

**#smallbizchat**

2011-07-28 12:23 am [KikScore](#)

A4c Testimonials, case studies, summary results (my client XYZ & increased sales 27%) & white papers build credibility. **#smallbizchat**

2011-07-28 12:23 am [SweetieBerry](#)

A4) B2B gains momentum when you can provide direct answers to how much, when, how, and possibilities online. **#smallbizchat**

2011-07-28 12:23 am [Chris\\_Eh\\_Young](#)

[@SweetieBerry](#) Got it. Trust is essential. Without trust, there is no sale. **#smallbizchat**

2011-07-28 12:23 am [TaiGoodwin](#)

Q5 WHAT INFORMATION SHOULD BE PROVIDED ON EVERY WEBSITE TO HELP INDICATE TRUSTWORTHINESS FOR A BUSINESS? **#smallbizchat**

2011-07-28 12:23 am [shonali](#)

RT [@KikScore](#): A4b B2B buyers have no incentive to buy from anyone but someone w/ reputation of reliability & trustworthiness

**#smallbizchat**

2011-07-28 12:23 am [rajmalikdc](#)

RT [@Chris\\_Eh\\_Young](#): [@SweetieBerry](#) Got it. Trust is essential. Without trust, there is no sale. **#smallbizchat**

2011-07-28 12:23 am [KayAshaolu](#)

[@TaiGoodwin](#) ooo this is a good question **#smallbizchat**

2011-07-28 12:23 am [MattSMansfield](#)

A5 - testimonials. **#smallbizchat**

2011-07-28 12:24 am [KikScore](#)

A5a The key is transparency so 3 must haves are: About Us, Management Team Information, Testimonials **#smallbizchat**

2011-07-28 12:24 am [BizFinanceForum](#)

[@Chris\\_Eh\\_Young](#) We're talking about role of trust in biz, especially online biz **#smallbizchat**

2011-07-28 12:24 am [bradley\\_paris](#)

RT [@rajmalikdc](#): RT [@Chris\\_Eh\\_Young](#): [@SweetieBerry](#) Got it. Trust is essential. Without trust, there is no sale. **#smallbizchat**

2011-07-28 12:24 am [mzmilani](#)

RT [@BlackDreams](#): A1: Trust is important for small business and businesses in general. Without trust business goes no where.

**#smallbizchat**

2011-07-28 12:24 am [Chris\\_Eh\\_Young](#)

Often times, before the customer buys our product or service they buy us first. Hence the need to establish rapport and trust. **#smallbizchat**

2011-07-28 12:24 am [SweetieBerry](#)

a5) Industry standards for products, BBB membership for local/regional/ national affiliations for prof. **#smallbizchat**

2011-07-28 12:24 am [JLeapheart](#)

RT [@B2BBusinessForm](#): Trust and Integrity must begin at the top and then move down. Lead by example **#smallbizchat**

2011-07-28 12:24 am [B2BBusinessForm](#)

Do what's right, regardless of personal risk **#Smallbizchat**

2011-07-28 12:24 am [KikScore](#)

Social proof really helps RT [@JohnAguiar](#): [@KikScore](#) add to that with some social proof. **#SmallBizChat**

2011-07-28 12:24 am [TaiGoodwin](#)

RT [@KikScore](#): A5a The key is transparency so 3 must haves are: About Us, Management Team Information, Testimonials

**#smallbizchat**

2011-07-28 12:24 am [CJaneBe](#) A website should first be easy to navigate. Contact info must be easy. Security must be ensured. **#smallbizchat**

2011-07-28 12:24 am [andreacook](#) thanks for the welcome [@smallbiztrends](#) just new to this chat actually - looks like a great topic and new peeps to meet here **#Smallbizchat**

2011-07-28 12:24 am [CassiusBlueCo](#) A3. Product reviews are important, as well as descriptions, and photos (if applicable). Guarantees always help. **#smallbizchat**

2011-07-28 12:24 am [KikScore](#) A5b Give names, titles and if you can outline specific experience in a particular field that is even better. **#smallbizchat**

2011-07-28 12:24 am [shonali](#) A5: Testimonials, reviews, who's behind the service, how it operates, all disclosures/TOS. **#smallbizchat**

2011-07-28 12:24 am [BlackDreams](#) RT [@Chris\\_Eh\\_Young](#): [@SweetieBerry](#) Got it. Trust is essential. Without trust, there is no sale. **#smallbizchat**

2011-07-28 12:24 am [MattSMansfield](#) RT [@BizFinanceForum](#): [@Chris\\_Eh\\_Young](#) Were talking about role of trust, especially online biz - just as important offline :) **#smallbizchat**

2011-07-28 12:25 am [SugarChic](#) So sorry that I'm late. Hello everyone! **#smallbizchat**

2011-07-28 12:25 am [KikScore](#) A5c Effective testimonials needs name, URL & customer saying they will use you again & would refer you to a friend. **#smallbizchat**

2011-07-28 12:25 am [Lyceum](#) [@KikScore](#) I had a "trinity" mantra as a purchaser: Quality, Price & Delivery time. I did business long-term. **#smallbizchat**

2011-07-28 12:25 am [Chris\\_Eh\\_Young](#) [@andreacook](#) You'll love it here. Great info every week. [@smallbiztrends](#) **#smallbizchat**

2011-07-28 12:25 am [thepinkboss](#) RT: "@KikScore: A5a The key is transparency so 3 must haves are: About Us, Management Team Information, Testimonials **#smallbizchat**

2011-07-28 12:25 am [ChellyElite](#) RT [@KikScore](#): A5c Effective testimonials needs name, URL & customer saying they will use you again & would refer you to a friend. **#smallbizchat**

2011-07-28 12:25 am [TaiGoodwin](#) RT [@KikScore](#): A5b Give names, titles and if you can outline specific experience in a particular field that is even better. **#smallbizchat**

2011-07-28 12:25 am [BizFinanceForum](#) A5 I;m always nervous if someone doesn't give an actual address. Looks fly by night **#smallbizchat**

2011-07-28 12:25 am [DigitalKaitlyn](#) A5 the BBB is important in many cases to be associated with. Also reviews/testimonials and easy to find contact info **#smallbizchat**

2011-07-28 12:25 am [KikScore](#) I think this may be the fastest 25 mins of my life! **#smallbizchat**

2011-07-28 12:25 am [CJaneBe](#) Real human faces help convey trust. Branding must convey trust. Language must be spoken directly to customer. **#smallbizchat**

2011-07-28 12:25 am [krewmom](#) [@kikscore](#) Thanks for the welcome- I joined late. Looks like gr8 ideas are being shared! **#smallbizchat**

2011-07-28 12:25 am [JLeapheart](#) RT [@CJaneBe](#): A website should first be easy to navigate. Contact info must be easy. Security must be ensured. **#smallbizchat**

2011-07-28 12:25 am [DigitalKaitlyn](#) RT [@BizFinanceForum](#): A5 I;m always nervous if someone doesn't give an actual address. Looks fly by night **#smallbizchat**

2011-07-28 12:25 am [backngroovemom](#) nice advice RT [@johnaguair](#): RT [@KikScore](#) [@thehealthmaven](#) A good about us page helps build that trust. **#SmallBizChat**

2011-07-28 12:25 am [BizFinanceForum](#) RT [@KikScore](#): A5c Effective testimonials needs name, URL & customer saying they will use u again & refer u to a friend. **#truth** **#smallbizchat**

2011-07-28 12:25 am [CJaneBe](#) RT [@KikScore](#): I think this may be the fastest 25 mins of my life! **#smallbizchat**

2011-07-28 12:25 am [17thandRiggs](#) RT [@CassiusBlueCo](#): A3. Product reviews are important, as well as descriptions and photos (if applicable). Guarantees help. **#smallbizchat**

2011-07-28 12:25 am [TaiGoodwin](#) [@SugarChic](#) Welcome to the chat! and a big hey you to [@MattSMansfield](#) **#smallbizchat**

2011-07-28 12:25 am [MattSMansfield](#) RT [@SweetieBerry](#): BBB membership > How critical is this these days? **#smallbizchat**

2011-07-28 12:25 am [kindracotton](#) A4: I think in the B2B environment, people are more discerning and more likely to demand substance and value. **#SmallBizChat**

2011-07-28 12:26 am [BlackDreams](#) RT [@MattSMansfield](#): RT [@BizFinanceForum](#): [@Chris\\_Eh\\_Young](#) Were talking about role of trust, especially online biz - just as important offline :) **#smallbizchat**

2011-07-28 12:26 am [BizFinanceForum](#) [@KikScore](#) I know - much harder on the other side. U r doing great :) **#smallbizchat**

2011-07-28 12:26 am [KikScore](#) A5d The rule should be the more info about your biz the better. Also find ways 2 show you are responsive to customers' needs **#smallbizchat**

2011-07-28 12:26 am [CJaneBe](#) RT [@kindracotton](#): A4: I think in the B2B environment, people are more discerning and more likely to demand substance and value. **#SmallBizChat**

2011-07-28 12:26 am [bradley\\_paris](#) Absolutely! RT [@KikScore](#): Effective testimonials needs name, URL & customer... **#smallbizchat**

2011-07-28 12:26 am [BenitaTyler](#) [@digitalkaitlyn](#) True. That's why teleseminars are popular today. B2B consumers can preview value prior to buy. **#smallbizchat**

2011-07-28 12:26 am [KayAshaolu](#) Haha and you are handling it like a pro! RT [@KikScore](#): I think this may be the fastest 25 mins of my life! **#smallbizchat**

2011-07-28 12:26 am [BlackDreams](#) RT [@CJaneBe](#): Real human faces help convey trust. Branding must convey trust. Language must be spoken directly to customer. **#smallbizchat**

2011-07-28 12:26 am [SugarChic](#) [@TaiGoodwin](#) Thank you so much! **#smallbizchat**

2011-07-28 12:26 am [andreacook](#) "@shonali: A3: For me (as consumer) it's info, ease of search, trust they'll deliver. **#smallbizchat**" me too!

2011-07-28 12:26 am [MattSMansfield](#) RT [@TaiGoodwin](#): [@SugarChic](#) Welcome to the chat! and a big hey you to [@MattSMansfield](#) > Hi Tai! We need to chat! :D **#smallbizchat**

2011-07-28 12:26 am [TaiGoodwin](#) RT [@KikScore](#): I think this may be the fastest 25 mins of my life! >>> It's always a blur after the hour is up... **#smallbizchat**

2011-07-28 12:26 am [kindracotton](#) A5: Within less than 2 clicks, someone should be able to see how they can get in touch with you. **#SmallBizChat**

2011-07-28 12:26 am [B2BBusinessForm](#) Always create respect from those around us. From this respect will come trust **#smallbizchat**

2011-07-28 12:26 am [DigitalKaitlyn](#) Still very IMO RT [@MattSMansfield](#): RT [@SweetieBerry](#): BBB membership > How critical is this these days? **#smallbizchat**

2011-07-28 12:26 am [thepinkboss](#) RT"@shonali: A5: Testimonials, reviews, who's behind the service, how it operates, all disclosures/TOS. **#smallbizchat**

2011-07-28 12:26 am [CJaneBe](#) RT [@kindracotton](#): A5: Within less than 2 clicks, someone should be able to see how they can get in touch with you. **#SmallBizChat**

2011-07-28 12:26 am [Manta](#) RT [@CJaneBe](#): Real human faces help convey trust. Branding must convey trust. Language must be spoken directly to customer. **#smallbizchat**

2011-07-28 12:26 am [KikScore](#) [@KayAshaolu](#) Thanks. [@taigoodwin](#) is rockin w/ the questions and

2011-07-28 12:26 am [DigitalKaitlyn](#) moderating. Special shoutout to her. **#smallbizchat**

2011-07-28 12:26 am [SocialCatalysts](#) RT [@kindracotton](#): A5: Within less than 2 clicks, someone should be able to see how they can get in touch with you. **#SmallBizChat**

2011-07-28 12:27 am [SocialCatalysts](#) RT [@kindracotton](#): A5: Within less than 2 clicks, someone should be able to see how they can get in touch with you. **#SmallBizChat**

2011-07-28 12:27 am [SocialCatalysts](#) RT [@kindracotton](#): A4: I think in the B2B environment, people are more discerning and more likely to demand substance and value. **#SmallBizChat**

2011-07-28 12:27 am [TaiGoodwin](#) RT [@CJaneBe](#): Real human faces help convey trust. Branding must convey trust. Language must be spoken directly to customer. **#smallbizchat**

2011-07-28 12:27 am [kindracotton](#) A5: They also need to know who you are, what you do, and how you can ease their pain points (in 2 clicks or less). **#SmallBizChat**

2011-07-28 12:27 am [TaiGoodwin](#) Q6: CAN YOU GIVE US 3 OR 4 THINGS THAT SHOULD ALWAYS BE INCLUDED IN THE ABOUT US PAGE? **#smallbizchat**

2011-07-28 12:27 am [backngroovemom](#) must be real!! in ur branding RT [@manta](#): RT [@CJaneBe](#): Real human faces help convey trust. Branding must convey trust. **#smallbizchat**

2011-07-28 12:27 am [ChellyElite](#) RT [@TaiGoodwin](#): Q6: CAN YOU GIVE US 3 OR 4 THINGS THAT SHOULD ALWAYS BE INCLUDED IN THE ABOUT US PAGE? **#smallbizchat**

2011-07-28 12:27 am [BizFinanceForum](#) RT [@CJaneBe](#): RT [@kindracotton](#): A5: Within less than 2 clicks, someone should be able to see how they can get in touch with you. **#smallbizchat**

2011-07-28 12:27 am [Chris\\_Eh\\_Young](#) [@DigitalKaitlyn](#) [@kindracotton](#) Every click you add to the process will lose approximately 10% of prospects. **#smallbizchat**

2011-07-28 12:27 am [colleenmaleski](#) A5 - my mom always trusts a company more when she sees Better Business Bureau **#smallbizchat**

2011-07-28 12:27 am [MattSMansfield](#) [@DigitalKaitlyn](#) [@SweetieBerry](#): BBB membership > Hardly see these advertised on website businesses > only offline. **#smallbizchat**

2011-07-28 12:27 am [BlackDreams](#) RT [@17thandRiggs](#): RT [@CassiusBlueCo](#): A3. Product reviews are important, as well as descriptions and photos (if applicable). Guarantees help. **#smallbizchat**

2011-07-28 12:27 am [DigitalKaitlyn](#) FYI, just ignore me for 30 more minutes if you are not participating in the **#smallbizchat**!

2011-07-28 12:28 am [kindracotton](#) A5: In fact, I'd say it's probably better to LEAD with how you ease their pain, then what you do, then who you are. **#SmallBizChat**

2011-07-28 12:28 am [BarryBirkett](#) [@bizfinanceforum](#) Agree on address. SO many biz don't give any contact path - wonder what they're hiding **#smallbizchat**

2011-07-28 12:28 am [SocialCatalysts](#) RT [@SmallBizLady](#): Live tonight [@8PM](#) Raj Malik [@Kikscore](#) | How to Make Your Business Look Trustworthy Online <http://bit.ly/sbchat113> **#smallbizchat**

2011-07-28 12:28 am [DIYMarketers](#) RT [@Chris\\_Eh\\_Young](#): [@DigitalKaitlyn](#) [@kindracotton](#) Every click you add to the process will lose approximately 10% of prospects. **#Smallbizchat**

2011-07-28 12:28 am [DigitalKaitlyn](#) RT [@BenitaTyler](#): [@digitalkaitlyn](#) True. That's why teleseminars are popular today. B2B consumers can preview value prior to buy. **#smallbizchat**

2011-07-28 12:28 am [KikScore](#) A6a. Trust is about a relationship. So make a connection w/ a story, pictures & location info on your About Us page. **#smallbizchat**



2011-07-28 12:28 am [SocialCatalysts](#) RT [@TaiGoodwin](#): Tonight on **#smallbizchat** 7/27 8PM ET - How to Make Your Business Look Trustworthy Online with Raj Malik [@Kikscore](#) <http://bit.ly/sbchat113>

2011-07-28 12:28 am [B2BBusinessForm](#) [@CJaneBe](#) Very true that's why I believe in getting out knocking on doors the old fashion way **#smallbizchat**

2011-07-28 12:28 am [Lyceum](#) RT [@TaiGoodwin](#): Q6: CAN YOU GIVE US 3 OR 4 THINGS THAT SHOULD ALWAYS BE INCLUDED IN THE ABOUT US PAGE? **#smallbizchat**

2011-07-28 12:28 am [SocialCatalysts](#) RT [@SmallBizLady](#): Here's how to participate in **#SmallBizChat** 8PM EST Here's how: <http://bit.ly/S797e>

2011-07-28 12:28 am [DIYMarketers](#) RT [@TaiGoodwin](#): Q6: CAN YOU GIVE US 3 OR 4 THINGS THAT SHOULD ALWAYS BE INCLUDED IN THE ABOUT US PAGE? **#Smallbizchat**

2011-07-28 12:28 am [DigitalKaitlyn](#) RT [@Chris\\_Eh\\_Young](#): [@DigitalKaitlyn](#) [@kindracotton](#) Every click you add to the process will lose approximately 10% of prospects. **#smallbizchat**

2011-07-28 12:28 am [KayAshaolu](#) Haha yes! RT [@colleenmaleski](#) Hear hear! I sometimes need an answer now, not in 2 - 7 business days **#smallbizchat**

2011-07-28 12:28 am [SocialCatalysts](#) RT [@SweetieBerry](#): A2) When consumer relationships exist, when breach of service or product failure happens, the relationship upholds solutions. **#smallbizchat**

2011-07-28 12:28 am [kindracotton](#) A5: I also hate how people don't take accessibility issues into consideration. WordPress has ruined a lot about navigation. **#SmallBizChat**

2011-07-28 12:28 am [SweetieBerry](#) a6) Physical address, contact numbers, emails, copies of license or national accred if appropriate. **#smallbizchat**

2011-07-28 12:28 am [SocialCatalysts](#) RT [@Manta](#): A3: Online buyers look at the price point, site security, ease of navigation, any special deals/coupons, customer reviews **#smallbizchat**

2011-07-28 12:28 am [MarcREnriquez](#) A4 I am a firm disbeliever in whole "B2B" distinction. <http://j.mp/n3nCSQ> And trust ALWAYS matters. **#smallbizchat**

2011-07-28 12:28 am [KikScore](#) A6b Consumers like stories and they like underdogs. Tell your small business story to website visitors. **#smallbizchat**

2011-07-28 12:28 am [SocialCatalysts](#) RT [@SweetieBerry](#): Trust is not simply integrity of word, but of action, pricing, service and proactive planning for clients. **#smallbizchat**

2011-07-28 12:28 am [CJaneBe](#) In the About Us page, company values must be present. What we provide that 's meaningful to customer must be present. **#smallbizchat**

2011-07-28 12:28 am [SocialCatalysts](#) RT [@TaiGoodwin](#): How to participate in **#SmallBizChat** <http://bit.ly/S797e>; join in via tonight's tweetgrid: <http://bitly.com/sbchat113> **#smallbizchat**

2011-07-28 12:29 am [DigitalKaitlyn](#) RT [@MattSMansfield](#): [@DigitalKaitlyn](#) [@SweetieBerry](#): BBB membership > I still see them often, and look for the badge **#smallbizchat**

2011-07-28 12:29 am [SocialCatalysts](#) RT [@thehealthmaven](#): I read reviews ~ & often you get a sense of the co personality & interaction from the opinions **#smallbizchat**

2011-07-28 12:29 am [shonali](#) RT [@KikScore](#): A6b Consumers like stories and they like underdogs. Tell your small business story to website visitors. **#smallbizchat**

2011-07-28 12:29 am [17thandRiggs](#) yes! RT [@kindracotton](#): A5: Within less than 2 clicks, someone should be able to see how they can get in touch with you. **#SmallBizChat**

2011-07-28 12:29 am [thepinkboss](#) RT: "@kindracotton: A5: Within less than 2 clicks, someone should be able to see how they can get in touch with you. **#smallbizchat**

2011-07-28 12:29 am [kindracotton](#) A5: Heavy graphics/flash-based sites kill you in search engines AND among the visually impaired, especially without ALT Tags **#SmallBizChat**

2011-07-28 12:29 am [Chris Eh Young](#) [@kindracotton](#) It's not Wordpress, it's they DIY site builders. **#smallbizchat**

2011-07-28 12:29 am [TaiGoodwin](#) RT [@SweetieBerry](#): BBB membership > How critical is this these days? **#smallbizchat**

2011-07-28 12:29 am [SweetieBerry](#) A6) I like to include a page link to what to expect if you have an issue with specific next steps. **#smallbizchat**

2011-07-28 12:29 am [bradley\\_paris](#) 'About Us' pages are so essential yet often neglected! **#smallbizchat**

2011-07-28 12:29 am [KikScore](#) A6c Use video to make a personal introduction to shoppers. That way they meet you virtually. **#smallbizchat**

2011-07-28 12:29 am [colleenmaleski](#) in addition to information provided, the look and feel (professionalism) of the website will factor into perceived trust **#smallbizchat**

2011-07-28 12:29 am [MattSMansfield](#) RT [@DigitalKaitlyn](#): RT [@MattSMansfield](#): [@DigitalKaitlyn](#) [@SweetieBerry](#): BBB membership > see them often> will start looking. **#smallbizchat**

2011-07-28 12:29 am [Lyceum](#) [@TaiGoodwin](#) As an Ego Sole Trader (proprietorship), I have an About ME page with a social FAQ powered by Formspring. **#smallbizchat**

2011-07-28 12:29 am [BizFinanceForum](#) why I don't host via WP RT [@kindracotton](#): A5: hate people don't consider issues into consideration. WP has ruined navigation. **#smallbizchat**

2011-07-28 12:29 am [kindracotton](#) A5: So many people have jumped on the WordPress wagon, that they dont realize how they're shorting themselves until too late. **#SmallBizChat**

2011-07-28 12:29 am [B2BBusinessForm](#) RT [@shonali](#): RT [@KikScore](#): A6b Consumers like stories and they like underdogs. Tell your small business story to website visitors. **#smallbizchat**

2011-07-28 12:29 am [CassiusBlueCo](#) RT [@CJaneBe](#): In the About page, company values must be present. What we provide thats meaningful to customer must be present. **#smallbizchat**

2011-07-28 12:29 am [MarcREnriquez](#) A5 May not be in the spirit of the question, but I say a blog to demo your expertise. **#smallbizchat**

2011-07-28 12:30 am [gingerconsult](#) RT [@CJaneBe](#): Real human faces help convey trust. Branding must convey trust. Language must be spoken directly to customer. **#smallbizchat**

2011-07-28 12:30 am [SweetieBerry](#) [@kindracotton](#) Yes! For those of us who are visually impaired, alternate titles and jpg directives matter. **#smallbizchat**

2011-07-28 12:30 am [thehealthmaven](#) yes, consumers relate to stories & that is what gets passed on -builds credibility = trust **#smallbizchat**

2011-07-28 12:30 am [TaiGoodwin](#) [@Lyceum](#) I'll have to check that out - I love learning about new tools! **#smallbizchat**

2011-07-28 12:30 am [Chris Eh Young](#) Never leave it up to chance. Be specific about what action you want your prospects to take next. eg. Click here for more info. **#smallbizchat**

2011-07-28 12:30 am [DigitalKaitlyn](#) A6 A history of your business, what it is you do, and what sets you apart from others **#smallbizchat**

2011-07-28 12:30 am [KikScore](#) [@TaiGoodwin](#) [@sweetieberry](#) It is helpful, but need more than BBB **#smallbizchat**

2011-07-28 12:30 am [CJaneBe](#) The About Us page must speak in human terms directly to the customer exactly WHY our prod/serv is for their benefit. **#SmallBizChat**

2011-07-28 12:30 am [DigitalKaitlyn](#) RT [@CJaneBe](#): The About Us page must speak in human terms directly to the customer exactly WHY our prod/serv is for their benefit. **#SmallBizChat**

2011-07-28 12:30 am [MarcREnriquez](#) A6 How about "at least 3 or 4 testimonials." **#smallbizchat** -=]

2011-07-28 12:30 am [SweetieBerry](#) [@KindraCotton](#) Wp though is only the Content Mastery Sys, it in itself is not the problem, its inappropriate use is.. **#smallbizchat**

2011-07-28 12:31 am [gingerconsult](#) [@CJaneBe](#) Agree, you have to provide value for the customer and explain it. **#SmallBizChat**

2011-07-28 12:31 am [BarryBirkett](#) So true! RT [@thehealthmaven](#): yes, consumers relate to stories & that is what gets passed on -builds credibility = trust **#smallbizchat**

2011-07-28 12:31 am [KayAshaolu](#) absolutely RT [@SweetieBerry](#) Yes! For those of us who are visually impaired, alternate titles and jpg directives matter **#smallbizchat**

2011-07-28 12:31 am [Chris Eh Young](#) Story telling has been part of human history forever. There is a good reason for this. **#smallbizchat**

2011-07-28 12:31 am [KikScore](#) RT [@thehealthmaven](#): yes, consumers relate to stories & that is what gets passed on -builds credibility = trust **#smallbizchat**

2011-07-28 12:31 am [CassiusBlueCo](#) A5. Sounds simple but contact information should be prominent. Having to hunt for contact info makes me question the company. **#smallbizchat**

2011-07-28 12:31 am [SweetieBerry](#) A6) Realize that not every client/potential is in a dsl area, and plan for sites to support their usage on slow internet **#smallbizchat**

2011-07-28 12:31 am [thepinkboss](#) RT [@KikScore](#): A6b Consumers like stories and they like underdogs. Tell your small business story to website visitors. **#smallbizchat**

2011-07-28 12:31 am [Lyceum](#) [@TaiGoodwin](#) <http://www.egosoletrader.com/about-me/> I have also an about.me profile: <http://about.me/lindeskog> **#smallbizchat**

2011-07-28 12:31 am [kindracotton](#) [@Chris Eh Young](#) I'm a DIYer that uses WordPress often, so I know the challenges can be addressed. **#SmallBizChat**

2011-07-28 12:31 am [MattSMansfield](#) RT [@thehealthmaven](#): consumers relate to stories -builds credibility > good article on telling your story: <http://bit.ly/pPysnH> **#smallbizchat**

2011-07-28 12:31 am [BlackDreams](#) RT [@gingerconsult](#): RT [@CJaneBe](#): Real human faces help convey trust. Branding must convey trust. Language must be spoken directly to customer. **#smallbizchat**

2011-07-28 12:31 am [MarcREnriquez](#) RT [@KikScore](#): A6c Use video to make a personal introduction to shoppers. That way they meet you virtually. **#smallbizchat**

2011-07-28 12:31 am [JLeapheart](#) RT [@Chris Eh Young](#): Never leave it up to chance. Be specific about what action you want your prospects to take next. eg. Click here for more info. **#smallbizchat**

2011-07-28 12:31 am [DigitalKaitlyn](#) RT [@MattSMansfield](#): RT [@DigitalKaitlyn](#): RT [@MattSMansfield](#): [@DigitalKaitlyn](#) [@SweetieBerry](#): BBB membership > see them often> will start looking. **#smallbizchat**

2011-07-28 12:32 am [TaiGoodwin](#) Q7: WHAT ARE SOME COMMON BAD PRACTICES THAT CAN BE ROADBLOCKS TO ESTABLISHING CREDIBILITY? **#smallbizchat**

2011-07-28 12:32 am [CJaneBe](#) The About Us page should appeal to the emotional needs/desire of cust. The product/service info gives proof of that later. **#SmallBizChat**

2011-07-28 12:32 am [KikScore](#) Good list RT [@DigitalKaitlyn](#): A6 A history of your business, what it is

2011-07-28 12:32 am [BarryBirkett](#) you do, what sets you apart from others **#smallbizchat**  
 Prob is many of those not trusted! RT [@marcrenriquez](#): A6 How about "at least 3 or 4 testimonials." **#smallbizchat** -=]

2011-07-28 12:32 am [Chris\\_Eh\\_Young](#) [@kindracotton](#) Me too. The difference is, we took time to learn. **#smallbizchat**

2011-07-28 12:32 am [kindracotton](#) [@Chris\\_Eh\\_Young](#) The problem seems to be many DIYers don't know what they don't know. That's costly; Long-term and short. **#SmallBizChat**

2011-07-28 12:32 am [KikScore](#) A7a Lack of transparency about a business is immediate roadblock. Typos also look terrible & really hurt SMB credibility **#smallbizchat**

2011-07-28 12:32 am [TajHurley](#) hello **#smallbizchat**

2011-07-28 12:32 am [SweetieBerry](#) A6) Let consumers know the person(s) they will be contacting...help them know who they are to expect be contacted by **#smallbizchat**

2011-07-28 12:32 am [Lyceum](#) [@TaiGoodwin](#) I have listed my work, LinkedIn profile, and Formspring social FAQ form. **#smallbizchat**

2011-07-28 12:32 am [thehealthmaven](#) [@KikScore](#) [@BarryBirkett](#) [@MattSMansfield](#) Thanks, Bar! hey, gr8 link Matt <http://bit.ly/pPysnH> **#smallbizchat**

2011-07-28 12:32 am [TaiGoodwin](#) [@Lyceum](#) - I have an about.me page too - they also have one for businesses - central.ly that does the same thing **#smallbizchat**

2011-07-28 12:33 am [BizFinanceForum](#) A7: For me my potential customers often don't have the expertise to evaluate mine **#smallbizchat**

2011-07-28 12:33 am [KikScore](#) [@CJaneBe](#) So true the emotions and can help create a bond w/ a seller. Increases trust! **#smallbizchat**

2011-07-28 12:33 am [MattSMansfield](#) A7: being inconsistent. Not meeting obligations. **#smallbizchat**

2011-07-28 12:33 am [Chris\\_Eh\\_Young](#) [@kindracotton](#) Exactly. It's not what you don't know that hurts you. It's what you don't know you don't know. **#smallbizchat**

2011-07-28 12:33 am [DigitalKaitlyn](#) [@KikScore](#) Thank you :) **#smallbizchat**

2011-07-28 12:33 am [KikScore](#) [@TajHurley](#) hello there. Thanks for joining **#smallbizchat**

2011-07-28 12:33 am [TaiGoodwin](#) RT [@KikScore](#): A7a Lack of transparency about a biz is immediate roadblock. Typos also look terrible & really hurt credibility **#smallbizchat**

2011-07-28 12:33 am [MattSMansfield](#) RT [@thehealthmaven](#): [@KikScore](#) [@BarryBirkett](#) [@MattSMansfield](#) Thanks, Bar! hey, gr8 link Matt <http://bit.ly/pPysnH> > NP! **#smallbizchat**

2011-07-28 12:33 am [CJaneBe](#) It is the Why of our business that inspires people to act. People nearly always purchase to satisfy emotional desires. **#SmallBizChat**

2011-07-28 12:33 am [DigitalKaitlyn](#) [@JohnAguilar](#) Ty for the retweet :) **#smallbizchat**

2011-07-28 12:33 am [MarcREnriquez](#) [@BarryBirkett](#) Certain elements can add to credibility of a testimonial, such as a full name (and company, if appro.) **#smallbizchat**

2011-07-28 12:33 am [KikScore](#) A7b No contact info, email/ph#, privacy policy, return policy or trust seal = red flag for website visitors **#smallbizchat**

2011-07-28 12:33 am [CassiusBlueCo](#) A7. No contact information, out dated information, poor writing skills are all roadblocks to credibility. **#smallbizchat**

2011-07-28 12:33 am [SweetieBerry](#) Visit sites that offer your services, look, take in, see your own experience in their spaces...learn! **#smallbizchat**

2011-07-28 12:33 am [MattSMansfield](#) RT [@Chris\\_Eh\\_Young](#): [@kindracotton](#) Its not what you dont know that hurts you. Its what you dont know you dont know. > truth **#smallbizchat**

2011-07-28 12:33 am [BizFinanceForum](#) [@KikScore](#) How do you address building trust when customers don't have tools 2 evaluate you? **#smallbizchat**

2011-07-28 12:33 am [TaiGoodwin](#) RT [@kindracotton](#) Exactly. It's not what you don't know that hurts you. It's what you don't know you don't know. **#smallbizchat**

2011-07-28 12:33 am [KeepItLocalTN](#) Lovin' the **#smallbizchat** tonight! Great discussion

2011-07-28 12:34 am [TaiGoodwin](#) RT [@KikScore](#): A7b No contact info, email/ph#, privacy policy, return policy or trust seal = red flag for website visitors **#smallbizchat**

2011-07-28 12:34 am [CassiusBlueCo](#) A7. Also when choosing affiliate ads making poor selections can reflect negatively on your business. **#smallbizchat**

2011-07-28 12:34 am [SweetieBerry](#) [@KeepItLocalTN](#) good to have you here! **#smallbizchat**

2011-07-28 12:34 am [Chris\\_Eh\\_Young](#) [@CJaneBe](#) People only buy for two reasons. To avoid pain or to acquire pleasure. **#smallbizchat**

2011-07-28 12:34 am [CJaneBe](#) Apple sells INNOVATION, not technology. **#SmallBizChat**

2011-07-28 12:34 am [shonali](#) A7: Back up what you say by what you do. I see far too many small businesses NOT doing that. **#smallbizchat**

2011-07-28 12:34 am [colleenmaleski](#) A7 - an unprofessional website. keep it clean and simple, actually put some time/money into it. otherwise i'll go to amazon. **#smallbizchat**

2011-07-28 12:34 am [TaiGoodwin](#) RT [@BizFinanceForum](#): How do you address building trust when customers don't have tools 2 evaluate you? **#smallbizchat**

2011-07-28 12:34 am [BlackDreams](#) Online customers reviews often assure new customers that ur business is a worthwhile. **#smallbizchat**

2011-07-28 12:34 am [MarcREnriquez](#) [@BarryBirkett](#) More importantly, there are many more for whom lack of such social proof is a deal breaker. **#smallbizchat**

2011-07-28 12:34 am [gingerconsult](#) RT [@shonali](#): A7: Back up what you say by what you do. I see far too many small businesses NOT doing that. **#smallbizchat**

2011-07-28 12:35 am [kindracotton](#) [@BizFinanceForum](#) Dont get me wrong. I think WordPress is awesome. It's a great cost-cutting investment for an entrepreneur. **#SmallBizChat**

2011-07-28 12:35 am [KikScore](#) [@BizFinanceForum](#) This gets to our next questions. Which is trust seals. That is a tool you can use to demonstrate trust **#smallbizchat**

2011-07-28 12:35 am [TaiGoodwin](#) Pitney Bowes wants to give your business a communications makeover worth up to \$10,000 - <http://shar.es/HCroM> **#smallbizchat**

2011-07-28 12:35 am [ZimanaAnalytics](#) RT [@taigoodwin](#): RT [@BizFinanceForum](#): How do you address building trust when customers don't have tools 2 evaluate you? **#smallbizchat**

2011-07-28 12:35 am [SweetieBerry](#) Proactively choose supports and information that your potentials/clients will need on your site. Natural progression. **#smallbizchat**

2011-07-28 12:35 am [TaiGoodwin](#) If you know a small biz owner who could use some advice tell them to follow [@SmallBizChat](#) and join us every Wed 8-9 ET **#smallbizchat**

2011-07-28 12:35 am [Lisa\\_Jones](#) [@TaiGoodwin](#) Be honest and genuine. Under promise and over deliver. **#SmallBizChat**

2011-07-28 12:35 am [ZimanaAnalytics](#) RT [@taigoodwin](#): Pitney Bowes wants to give your business a communications makeover worth up to \$10,000 - <http://shar.es/HCroM> **#smallbizchat**

2011-07-28 12:35 am [kindracotton](#) [@BizFinanceForum](#) Of course, it works best when you really know how to work it or hire someone that knows how. **#SmallBizChat**

2011-07-28 12:35 am [JaeHart](#) Does anyone have a suggestion for a mobile credit card machine? **#smallbizchat**

2011-07-28 12:35 am [MattSMansfield](#) RT [@TaiGoodwin](#): RT [@BizFinanceForum](#): How address building trust when customers dont have tools 2 evaluate you? Give 'em tools! **#smallbizchat**

2011-07-28 12:35 am [BizFinanceForum](#) [@kindracotton](#) Me too, but not end all and be all like some treat it. **#smallbizchat**

2011-07-28 12:35 am [KikScore](#) [@BizFinanceForum](#) Great question. You must have read our minds! **#smallbizchat**

2011-07-28 12:35 am [TaiGoodwin](#) Q8: WHAT ARE TRUST SEALS AND HOW CAN THEY HELP SMALL BUSINESSES CONVEY TRUSTWORTHINESS ONLINE? **#smallbizchat**

2011-07-28 12:35 am [BizFinanceForum](#) [@KikScore](#) Awesome - thanks! **#smallbizchat**

2011-07-28 12:35 am [B2BBusinessForm](#) "How can we build trust and how can we avoid losing it?" **#smallbizchat**

2011-07-28 12:35 am [DigitalKaitlyn](#) A7 If you dont have any contact info, no reviews or human presence, and you dont promptly respond you will have no credibility **#smallbizchat**

2011-07-28 12:35 am [backngroovemom](#) RT [@JohnAguiar](#): RT [@gingerconsult](#): RT [@shonali](#): A7: Back up what you say by what you do. I see far too many small businesses NOT doing that. **#smallbizchat**

2011-07-28 12:35 am [shonali](#) [@JaeHart](#) Have you investigated Square? **#smallbizchat**

2011-07-28 12:35 am [Chris\\_Eh\\_Young](#) Find the least tech savvy person u know & ask them to navigate ur site. That will reveal all your problems..and some of theirs **#smallbizchat**

2011-07-28 12:36 am [KikScore](#) A8a Trust seals are badges that an online business puts on their website to convey a sense of trust to visitors **#smallbizchat**

2011-07-28 12:36 am [Manta](#) [@JaeHart](#) Have you looked at Square? **#smallbizchat**

2011-07-28 12:36 am [kindracotton](#) [@SweetieBerry](#) I agree, I hope I didn't make it as though WordPress is "the devil". It's not, but it's changed things. **#SmallBizChat**

2011-07-28 12:36 am [BizFinanceForum](#) Pls Help! RT [@TaiGoodwin](#): Q8: WHAT ARE TRUST SEALS AND HOW CAN THEY HELP SMALL BUSINESSES CONVEY TRUSTWORTHINESS ONLINE? **#smallbizchat**

2011-07-28 12:36 am [MattSMansfield](#) [@Chris\\_Eh\\_Young](#) ROFL! **#smallbizchat**

2011-07-28 12:36 am [kindracotton](#) [@SweetieBerry](#) People are putting so little effort into their WordPress sites, especially depending on the theme they buy. **#SmallBizChat**

2011-07-28 12:36 am [CassiusBlueCo](#) [@JaeHart](#) Have you seen Square <https://squareup.com/> **#smallbizchat**

2011-07-28 12:36 am [BizFinanceForum](#) [@backngroovemom](#) Hi Rachel! Good to see you **#smallbizchat**

2011-07-28 12:36 am [Ebay\\_NoMore](#) RT [@JohnAguiar](#): RT [@DigitalKaitlyn](#): A6 A history of your business, what it is you do, and what sets you apart from others **#smallbizchat**

2011-07-28 12:36 am [MarcREnriquez](#) A7 Poor service/delivery/quality - Lack of social proof - Failure to demo expertise **#smallbizchat**

2011-07-28 12:36 am [Manta](#) [@JaeHart](#) <https://squareup.com/> **#smallbizchat**

2011-07-28 12:36 am [shonali](#) [@Manta](#) LOL, you and I said the same thing to [@JaeHart](#)! **#smallbizchat**

2011-07-28 12:36 am [KikScore](#) A8b Most trust seals focus on trust by association with a big brand like Verisign, McAfee, BBB **#smallbizchat**

2011-07-28 12:36 am [SweetieBerry](#) [@KindraCotton](#) WP has indeed changed access level to DIYers...at times to their own costly learning. :) **#smallbizchat**

2011-07-28 12:36 am [TaiGoodwin](#) RT [@Manta](#): [@JaeHart](#) Have you looked at Square? >> And Intuit offers one too **#smallbizchat**

2011-07-28 12:36 am [BizFinanceForum](#) Genius:) RT [@MattSMansfield](#): [@Chris\\_Eh\\_Young](#) ROFL! **#smallbizchat**

2011-07-28 12:36 am [MarcREnriquez](#) RT [@KikScore](#): A8a Trust seals are badges that an online business

puts on their website to convey a sense of trust to visitors

**#smallbizchat**

- 2011-07-28 12:37 am [Chris Eh Young](#) [@MattSMansfield](#) Had no room for an LOL in there. **#smallbizchat**
- 2011-07-28 12:37 am [TaiGoodwin](#) RT [@KikScore](#): A8a Trust seals are badges that an online business puts on their website to convey a sense of trust to visitors **#smallbizchat**
- 2011-07-28 12:37 am [CJaneBe](#) "Trust seals" come from the human elements of our design. Trust is not about the product. A human quality must show through. **#SmallBizChat**
- 2011-07-28 12:37 am [KikScore](#) A8c Trust seals that show visitors info/data re your own business reliability/track record & trustworthiness are very useful **#smallbizchat**
- 2011-07-28 12:37 am [Manta](#) [@shonali](#) We're on it! LOL **#smallbizchat**
- 2011-07-28 12:37 am [DigitalKaitlyn](#) RT [@JohnAguiar](#): RT [@KikScore](#): A8b Most trust seals focus on trust by association with a big brand like Verisign, McAfee, BBB **#smallbizchat**
- 2011-07-28 12:37 am [kindracotton](#) A6: They always say a picture needs to be on your page, as well as a story about "you" (the brand). **#SmallBizChat**
- 2011-07-28 12:37 am [BenitaTyler](#) Great info! RT [@KikScore](#): A7b No contact info, email/ph#, privacy policy, return policy trust seal = red flag for web visitors **#smallbizchat**
- 2011-07-28 12:37 am [backngroovemom](#) "@BizFinanceForum: [@backngroovemom](#) Hi Rachel! Good to see you **#smallbizchat**" hi!! Hope we can reschedule for next week
- 2011-07-28 12:37 am [colleenmaleski](#) [@JaeHart](#) I've used iPhone credit card swipers a gazillion times. they work - love that i can e-mail a receipt, low fees **#smallbizchat**
- 2011-07-28 12:37 am [KikScore](#) [@BizFinanceForum](#) The short answer is to use information about your business, reputation to convey trust! **#smallbizchat**
- 2011-07-28 12:37 am [Lyceum](#) [@TaiGoodwin](#) Thanks for the tip. I will check it out. We have to talk about St Paul & MN. Meetup with LE from Canon Falls 7/26. **#smallbizchat**
- 2011-07-28 12:37 am [KikScore](#) A8d These are called transparency trust seals or confidence badges **#smallbizchat**
- 2011-07-28 12:37 am [kindracotton](#) A6: On a business website, I don't think the About page always has to have your personal picture, but it's nice. **#SmallBizChat**
- 2011-07-28 12:38 am [Chris Eh Young](#) Trust seals are worthless if people don't recognize them. **#smallbizchat**
- 2011-07-28 12:38 am [BarryBirkett](#) [@marcarenriquez](#) You're right. Guess I've seen enough inside that I'm too cynical (natural cynic already) **#smallbizchat**
- 2011-07-28 12:38 am [MattSMansfield](#) [@SweetieBerry](#) [@KindraCotton](#) But, if you're handy with PHP, WP is a nice platform for quick site development. **#smallbizchat**
- 2011-07-28 12:38 am [SweetieBerry](#) [@KindraCotton](#), Agreed. Web Design is an art, it requires a flow of content, intent, and action with aesthetic **#smallbizchat**
- 2011-07-28 12:38 am [backngroovemom](#) "@JohnAguiar: RT [@KikScore](#): A8b Most trust seals focus on trust by association with a big brand like Verisign, McAfee, BBB **#smallbizchat**"ty
- 2011-07-28 12:38 am [kindracotton](#) A6: I think the About page should definitely have a direct link to Contact, even if you have a Contact us page. **#SmallBizChat**
- 2011-07-28 12:38 am [TaraMarkus](#) HELLO everyone - Am I tooooooo late to join?? **#smallbizchat**
- 2011-07-28 12:38 am [ad\\_web](#) RT [@Chris Eh Young](#): Find the least tech savvy person u know & ask them to navigate ur site. That will reveal all your problems..and

some of theirs **#smallbizchat**

- 2011-07-28 12:38 am [BizFinanceForum](#) [@KikScore](#) Thanks. I try to do that and balance with humor cuz most people do NOT like finance. **#smallbizchat**
- 2011-07-28 12:38 am [ZimanaAnalytics](#) RT [@kikscore](#): A8b Most trust seals focus on trust by association with a big brand like Verisign, McAfee, BBB **#smallbizchat**
- 2011-07-28 12:38 am [CassiusBlueCo](#) RT [@SweetieBerry](#): Agreed. Web Design is an art, it requires a flow of content, intent, and action with aesthetic **#smallbizchat**
- 2011-07-28 12:38 am [KikScore](#) [@Chris\\_Eh\\_Young](#) I beg to differ. If the trust seal conveys vital information about your business. Its very helpful **#smallbizchat**
- 2011-07-28 12:38 am [SweetieBerry](#) [@MattSMansfield](#) I so agree (wp) it is simply more than choosing a theme, content, SEO, intent all matter. **#smallbizchat**
- 2011-07-28 12:38 am [MattSMansfield](#) RT [@Chris\\_Eh\\_Young](#): Trust seals are worthless if people dont recognize them. > True - only as good as the issuer **#smallbizchat**
- 2011-07-28 12:39 am [KikScore](#) [@TaraMarkus](#) No welcome! **#smallbizchat**
- 2011-07-28 12:39 am [BizFinanceForum](#) [@backnroovemom](#) No problem. Email your way later to schedule. **#smallbizchat**
- 2011-07-28 12:39 am [kindracotton](#) A6: I'd also say that having some of the content from your home page on the About page is wise as well: Key points highlighted **#SmallBizChat**
- 2011-07-28 12:39 am [KikScore](#) [@BizFinanceForum](#) Keep the humor flowing. Its hot in here! Temp wise **#smallbizchat**
- 2011-07-28 12:39 am [backnroovemom](#) [@Manta](#) thank u **#smallbizchat**
- 2011-07-28 12:39 am [KayAshaolu](#) Interesting: but I remember some shady e-commerce websites that put too many of those trust seals that it made it a bit tacky **#smallbizchat**
- 2011-07-28 12:39 am [RebeccaSM](#) +a waste of time! RT [@CassiusBlueCo](#): A5 Contact info should be prominent. Having to hunt for it makes me question the company. **#smallbizchat**
- 2011-07-28 12:39 am [Manta](#) [@TaraMarkus](#) Hello! **#smallbizchat**
- 2011-07-28 12:39 am [CJaneBe](#) Trust seals may be a person's face, images of welcoming interiors--images that generate positive emotional response. **#SmallBizChat**
- 2011-07-28 12:39 am [TaiGoodwin](#) RT [@kindracotton](#): A6: I think the About page should have a direct link to Contact, even if you have a Contact us page. **#smallbizchat**
- 2011-07-28 12:39 am [MattSMansfield](#) [@SweetieBerry](#) [@MattSMansfield](#) Yep - totally agree and that is true of any site platform, even from scratch. **#smallbizchat**
- 2011-07-28 12:39 am [kindracotton](#) A7: Bad practice: Stealing someone else's work and presenting it as your own, especially if it's found via search engines. **#SmallBizChat**
- 2011-07-28 12:39 am [DigitalKaitlyn](#) RT [@TaiGoodwin](#): RT [@kindracotton](#): A6: I think the About page should have a direct link to Contact, even if you have a Contact us page. **#smallbizchat**
- 2011-07-28 12:39 am [Chris\\_Eh\\_Young](#) [@KikScore](#) I can Photoshop a trust seal in 20 minutes. Carries no value though. **#smallbizchat**
- 2011-07-28 12:39 am [CassiusBlueCo](#) [@kindracotton](#) Great point, the home page isn't always the first page that visitors see. **#smallbizchat**
- 2011-07-28 12:40 am [BenitaTyler](#) Interesting thought. How do you build transparency in your biz? **#smallbizchat**
- 2011-07-28 12:40 am [KikScore](#) SMBs are trying to solve the information disparity. Lots of info about big brands. Not much about smallbiz = lost sales **#smallbizchat**
- 2011-07-28 12:40 am [ZimanaAnalytics](#) RT [@kikscore](#): A8c Trust seals that show visitors info/data re your



own business reliability/track record & trustworthiness ...

**#smallbizchat**

- 2011-07-28 12:40 am [B2BBusinessForm](#) RT [@TaiGoodwin](#): RT [@kindracotton](#): A6: I think the About page should have a direct link to Contact, even if you have a Contact us page. **#smallbizchat**
- 2011-07-28 12:40 am [ChellyElite](#) RT [@MattSMansfield](#): RT [@Chris\\_Eh\\_Young](#): Trust seals are worthless if people dont recognize them. > True - only as good as the issuer **#smallbizchat**
- 2011-07-28 12:40 am [CassiusBlueCo](#) So true. RT [@Chris\\_Eh\\_Young](#): [@KikScore](#) I can Photoshop a trust seal in 20 minutes. Carries no value though. **#smallbizchat**
- 2011-07-28 12:40 am [kindracotton](#) A7: Also, generic text or prose that tells me nothing about you, or what you do, but is just unnecessarily verbose. **#SmallBizChat**
- 2011-07-28 12:40 am [MattSMansfield](#) RT [@Chris\\_Eh\\_Young](#): [@KikScore](#) I can Photoshop a trust seal in 20 minutes. Carries no value though > I can do it in 10! ;b **#smallbizchat**
- 2011-07-28 12:40 am [BizFinanceForum](#) Studies show pic of u is big. RT [@CJaneBe](#): Trust seals may be a persons face, or images that generate positive response. **#smallbizchat**
- 2011-07-28 12:40 am [SweetieBerry](#) I believe it is important to realize that folks DO want personalized service, not just automation **#smallbizchat**
- 2011-07-28 12:40 am [smallbiztrends](#) [@TaraMarkus](#) Never too late, Tara! Welcome. **#SmallBizChat**
- 2011-07-28 12:41 am [KikScore](#) [@Chris\\_Eh\\_Young](#) You are right, but seals that have info about a biz - website history, managment info, finance data can help **#smallbizchat**
- 2011-07-28 12:41 am [CJaneBe](#) RT [@SweetieBerry](#): I believe it is important to realize that folks DO want personalized service, not just automation **#smallbizchat**
- 2011-07-28 12:41 am [kindracotton](#) A7: This happens a lot with people that use DIY SiteBuilders per their industry. Too many accountants/lawyers w/same site. **#SmallBizChat**
- 2011-07-28 12:41 am [ZimanaAnalytics](#) RT [@kikscore](#): A8d These are called transparency trust seals or confidence badges **#smallbizchat**
- 2011-07-28 12:41 am [MarcREnriquez](#) Has anyone heard stories stating BBB basically "sells" A+ ratings? They're a company, not Gov't Agency **#smallbizchat** **#sideconvo**
- 2011-07-28 12:41 am [SweetieBerry](#) Content messages, like people, must speak to the language of the reader, and there are distinctly diff styles of learning **#smallbizchat**
- 2011-07-28 12:41 am [TaiGoodwin](#) Q9 WHAT TYPES OF BUSINESSES SHOULD USE TRUST SEALS? **#smallbizchat**
- 2011-07-28 12:41 am [CareerTips2Go](#) It's called kleptomania! RT [@kindracotton](#): A7: Bad practice: Stealing someone else's work & presenting it as your own. **#smallbizchat**
- 2011-07-28 12:41 am [ChellyElite](#) RT [@CassiusBlueCo](#): RT [@SweetieBerry](#): Agreed. Web Design is an art, it requires a flow of content, intent, and action with aesthetic **#smallbizchat**
- 2011-07-28 12:41 am [mzmilani](#) RT [@BlackDreams](#): Online customers reviews often assure new customers that ur business is a worthwhile. **#smallbizchat**
- 2011-07-28 12:41 am [CassiusBlueCo](#) [@BenitaTyler](#) One way you can be transparent is not hiding mistakes or failures. Being a real person allows you to connect. **#smallbizchat**
- 2011-07-28 12:41 am [MattSMansfield](#) RT [@SweetieBerry](#): I believe it is important to realize that folks DO want personalized service, not just automation > **#truth** **#smallbizchat**
- 2011-07-28 12:41 am [kindracotton](#) A7: Verbatim text/pictures, page layout. Only difference is their contact and social media profile links. Poor design. **#SmallBizChat**
- 2011-07-28 12:41 am [BizFinanceForum](#) Yes, good q RT [@BenitaTyler](#): Interesting thought. How do you build

transparency in your biz?#smallbizchat #smallbizchat

2011-07-28 12:41 am [Chris\\_Eh\\_Young](#) [@KikScore](#) How many people actually read them though. Most just scan. #smallbizchat

2011-07-28 12:41 am [CJaneBe](#) I do think the core value that must be communicated is the humanness of the product or service. #SmallBizChat

2011-07-28 12:42 am [MattSMansfield](#) [@MarcREnriquez](#) Think I read they were cleaning that up a bit. #smallbizchat

2011-07-28 12:42 am [SweetieBerry](#) Be aware that people are learning in 5 modalities...that includes about your business. verbal, visual, tactile, auditory, etc. #smallbizchat

2011-07-28 12:42 am [thepinkboss](#) I agree. RT"@Chris\_Eh\_Young: Trust seals are worthless if people don't recognize them. #smallbizchat

2011-07-28 12:42 am [CassiusBlueCo](#) A9. I think online retailers need the seals showing that customer data is protected. #smallbizchat

2011-07-28 12:42 am [gingerconsult](#) [@kindracotton](#): "Cookie cutter "sites" with just cut and pasted clip art and text, those are not informative #SmallBizChat

2011-07-28 12:42 am [KikScore](#) [@MarcREnriquez](#) I have heard that about BBB. There has been some news about that #smallbizchat

2011-07-28 12:42 am [andreacook](#) [@SweetieBerry](#) #smallbizchat I'm guilty of tripping as I try to climb up the WP learning curve

2011-07-28 12:42 am [BizFinanceForum](#) [@MattSMansfield](#) [@Chris\\_Eh\\_Young](#) [@KikScore](#) I've got you all beat, I just whipped one up in 7 minutes flat :) #smallbizchat

2011-07-28 12:42 am [TaraMarkus](#) [@BenitaTyler](#) Building transparency is imperative but what's an absolute essential is delivering Authenticity & Credibility! #smallbizchat

2011-07-28 12:42 am [bradley\\_paris](#) RT [@KikScore](#): That's true. Trust seals provide information that are often neglected on sites where it could help with trust. #smallbizchat

2011-07-28 12:42 am [CJaneBe](#) RT [@TaraMarkus](#): [@BenitaTyler](#) Building transparency is imperative but what's an absolute essential is delivering Authenticity & Credibility! #smallbizchat

2011-07-28 12:42 am [SweetieBerry](#) [@Kikscore](#) Many folks will not deal with you without the seals, for some it is a qualifier...valid or not.n #smallbizchat

2011-07-28 12:42 am [LaToniyaAJones](#) RT [@SweetieBerry](#): I believe it is important to realize that folks DO want personalized service, not just automation #smallbizchat

2011-07-28 12:42 am [DigitalKaitlyn](#) Nothing wrong with that! RT [@andreacook](#): [@SweetieBerry](#) #smallbizchat I'm guilty of tripping as I try to climb up the WP learning curve

2011-07-28 12:42 am [kindracotton](#) [@MattSMansfield](#) I agree, WordPress is easy to use and easy to learn. It can just be time consuming to master. #SmallBizChat

2011-07-28 12:42 am [MarcREnriquez](#) [@BarryBirkett](#) It's understandable - there certainly are less credible folks who do take adv w/ false testimonials #smallbizchat

2011-07-28 12:42 am [gingerconsult](#) [@TaraMarkus](#) Hello there! Good to see you #smallbizchat

2011-07-28 12:43 am [MattSMansfield](#) Trust can only be built via action. Offer a taste for less, knock-it out of the ballpark and then they'll come back for more. #smallbizchat

2011-07-28 12:43 am [CassiusBlueCo](#) RT [@SweetieBerry](#): I believe it is important to realize that folks DO want personalized service, not just automation #smallbizchat

2011-07-28 12:43 am [KikScore](#) A9a Every biz, whether you sell online or are a realtor, plumber, blogger can effectively use a transparency trust seal. #smallbizchat

2011-07-28 12:43 am [MattSMansfield](#) [@kindracotton](#) [@MattSMansfield](#) Yes, well said! #smallbizchat

2011-07-28 12:43 am [SweetieBerry](#) [@AndreaCook](#) as we learn we grow...you're doing GREAT! #smallbizchat

2011-07-28 12:43 am [CJaneBe](#) [@gingerconsult](#) [@taramarkus](#) Hey there! **#SmallBizChat**

2011-07-28 12:43 am [KikScore](#) A9b One important feature smallbiz should look for in a trust seal is a report card functionality about your business. **#smallbizchat**

2011-07-28 12:43 am [MarcREnriquez](#) They've gotta be - they're under the scope RT [@MattSMansfield:](#) [@MarcREnriquez](#) Think I read they were cleaning that up a bit. **#smallbizchat**

2011-07-28 12:43 am [CareerTips2Go](#) Wow! what a revelation, if it's true RT [@KikScore:](#) [@MarcREnriquez](#) - heard that about BBB. There has been some news about that **#smallbizchat**

2011-07-28 12:43 am [JLeapheart](#) RT [@KikScore:](#) [@MarcREnriquez](#) I have heard that about BBB. There has been some news about that **#smallbizchat**

2011-07-28 12:43 am [TaiGoodwin](#) RT [@BenitaTyler:](#) Interesting thought. How do you build transparency in your biz?**#smallbizchat #smallbizchat**

2011-07-28 12:43 am [Chris\\_Eh\\_Young](#) The internet has forced us to form instant trust when it's always been a process. We need to respect that. **#smallbizchat**

2011-07-28 12:43 am [Featherssssss](#) i'm missing **#smallbizchat**

2011-07-28 12:43 am [LaToniyaAJones](#) RT [@BlackDreams:](#) Online customers reviews often assure new customers that ur business is a worthwhile. **#smallbizchat**

2011-07-28 12:43 am [kindracotton](#) What's meant by "Trust Seals"? Who gives them? Can someone clarify this for me? **#SmallBizChat**

2011-07-28 12:44 am [gingerconsult](#) Hey you! Good to see you too. Great points :) [@CJaneBe@taramarkus](#) Hey there! **#SmallBizChat**

2011-07-28 12:44 am [BizFinanceForum](#) [@KikScore](#) I agree everyone can use a seal, I just struggle with which one. Don't want 20 I'll look ADHD **#smallbizchat**

2011-07-28 12:44 am [MarcREnriquez](#) RT [@BizFinanceForum:](#) [@KikScore](#) I agree everyone can use a seal, I just struggle with which one. Don't want 20 I'll look ADHD **#smallbizchat**

2011-07-28 12:44 am [MattSMansfield](#) RT [@BizFinanceForum:](#) [@MattSMansfield](#) [@Chris\\_Eh\\_Young](#) [@KikScore](#) I just whipped one up in 7 minutes flat > make that seal! **#smallbizchat**

2011-07-28 12:44 am [TaiGoodwin](#) RT [@KikScore:](#) A9b One important feature smallbiz should look for in a trust seal is a report card functionality about your biz **#smallbizchat**

2011-07-28 12:44 am [SweetieBerry](#) [@BenitaTyler...by](#) owning what you do and don't deliver, knowing your strengths and areas you do not enter... **#smallbizchat**

2011-07-28 12:44 am [KayAshaolu](#) RT [@TaiGoodwin:](#) RT [@BenitaTyler:](#) Interesting thought. How do you build transparency in your biz? **#smallbizchat**

2011-07-28 12:44 am [KathrynFDD](#) RT [@Chris\\_Eh\\_Young:](#) The internet has forced us to form instant trust when it's always been a process. We need to respect that. **#smallbizchat**

2011-07-28 12:44 am [Lyceum](#) [@TaraMarkus](#) (Authenticity) ABC rule by [@ambermac](#) & (Credibility) VCP process by [@IvanMisner](#). **#smallbizchat**

2011-07-28 12:44 am [KikScore](#) [@BenitaTyler](#) Great question. Start with info about yourself, management and your trackrecord of reliability **#smallbizchat**

2011-07-28 12:44 am [gingerconsult](#) [@kindracotton:](#) Verisign is one that I know off the top my head, from symantec. **#SmallBizChat**

2011-07-28 12:44 am [BlackDreams](#) RT [@TaraMarkus:](#) [@BenitaTyler](#) Building transparency is imperative but what's an absolute essential is delivering Authenticity & Credibility! **#smallbizchat**

2011-07-28 12:44 am [shonali](#) RT [@KikScore:](#) A9a Every biz, whether you sell online/are a realtor, plumber, blogger can use a transparency trust seal. **#smallbizchat**

2011-07-28 12:44 am [bradley\\_paris](#) Agreed [@KikScore](#). Without some form of transparency, there's really nothing to set you apart from others. **#smallbizchat**

2011-07-28 12:45 am [CJaneBe](#) [@kindracotton](#) Thank you for asking! I don;t know either :-)  
**#SmallBizChat**

2011-07-28 12:45 am [MarcREnriquez](#) Or NASCAR RT [@BizFinanceForum](#): [@KikScore](#) I agree everyone can use a seal; just, which one? Don't want 20 I'll look ADHD  
**#smallbizchat**

2011-07-28 12:45 am [TaiGoodwin](#) RT [@MattSMansfield](#): Trust can only be built via action...knock-it out of the ballpark and then they'll come back for more. **#smallbizchat**

2011-07-28 12:45 am [kindracotton](#) A9: I figured people meant shields coming from other companies. I'd take them all with a grain of salt. **#SmallBizChat**

2011-07-28 12:45 am [Jillfoster](#) Yikes I'm tardy, are you still chattin' with **#smallbizchat** [@kikscore](#) ?

2011-07-28 12:45 am [andreacook](#) [@SweetieBerry](#) ahh, you're sweet. I struggle bc I provide marketing yet my own mktg looks not so great **#smallbizchat**

2011-07-28 12:45 am [CassiusBlueCo](#) RT [@BlackDreams](#): Building transparency is imperative but whats an absolute essential is delivering Authenticity & Credibility!  
**#smallbizchat**

2011-07-28 12:45 am [SweetieBerry](#) Recognize that to enlarge your audience you have to narrow your clarity of who/what/why you do what you do. **#smallbizchat**

2011-07-28 12:45 am [TaraMarkus](#) Bells & whistles can glam things up and hold attraction but what hs staying power and value is True Content that enriches. **#smallbizchat**

2011-07-28 12:45 am [TaiGoodwin](#) RT [@kindracotton](#): What's meant by "Trust Seals"? Who gives them? Can someone clarify this for me? **#smallbizchat**

2011-07-28 12:45 am [MattSMansfield](#) RT [@BlackDreams](#): RT [@TaraMarkus](#): [@BenitaTyler](#) whats an absolute essential is delivering Authenticity & Credibility! > #truth  
**#smallbizchat**

2011-07-28 12:45 am [Chris\\_Eh\\_Young](#) In my opinion, social proof trumps trust seals. People relate to people like them. **#smallbizchat**

2011-07-28 12:45 am [backngroovemom](#) RT [@TaiGoodwin](#): RT [@kindracotton](#): A6: I think the About page should have a direct link to Contact, even if you have a Contact us page. **#smallbizchat**

2011-07-28 12:45 am [Featherssssss](#) RT [@CassiusBlueCo](#): RT [@BlackDreams](#): Building transparency is imperative but whats an absolute essential is delivering Authenticity & Credibility! **#smallbizchat**

2011-07-28 12:45 am [KikScore](#) You probably have a trackrecord that can be used to help you convey trust. Are you using it? **#smallbizchat**

2011-07-28 12:45 am [CJaneBe](#) RT [@TaraMarkus](#): Bells & whistles can glam things up and hold attraction but what hs staying power and value is True Content that enriches. **#smallbizchat**

2011-07-28 12:45 am [kindracotton](#) A9: Yes, I need to see that little locked lock before I give my credit card number but I wouldn't bet the farm on a trust seal  
**#SmallBizChat**

2011-07-28 12:45 am [thepinkboss](#) Me too RT: [@SweetieBerry](#) **#smallbizchat** I'm guilty of tripping as I try to climb up the WP learning curve

2011-07-28 12:45 am [KikScore](#) [@Jillfoster](#) Welcome. Thanks for joining **#smallbizchat**

2011-07-28 12:46 am [BizFinanceForum](#) [@MarcREnriquez](#) Man I'd love to drive a NASCAR. **#smallbizchat**

2011-07-28 12:46 am [Ebay\\_NoMore](#) RT [@JohnAguiar](#): RT [@newpr](#): **#smallbizchat** Takes years for #SMB to build trust but just one small act to lose it. Warren Buffet  
**#SmallBizChat**

2011-07-28 12:46 am [MattSMansfield](#) [@andreacook](#) [@SweetieBerry](#) You know what they say about the

2011-07-28 12:46 am [CassiusBlueCo](#) shoemaker's children? So true! **#smallbizchat**

2011-07-28 12:46 am [KikScore](#) I agree! RT [@Chris\\_Eh\\_Young](#): In my opinion, social proof trumps trust seals. People relate to people like them. **#smallbizchat**

2011-07-28 12:46 am [TaiGoodwin](#) A9c Trust seals can be placed in diff parts of a website. Sellers - shopping carts & servicer providers- homepage, bios **#smallbizchat**

2011-07-28 12:46 am [kindracotton](#) RT [@Chris\\_Eh\\_Young](#): The internet has forced us to form instant trust when it's always been a process. We need to respect that. **#smallbizchat**

2011-07-28 12:46 am [MinnesotaDJL](#) A9: Now, an exception to that would be established professional organizations that provide such shields for public notice **#SmallBizChat**

2011-07-28 12:46 am [backngroovemom](#) RT [@JohnAguiar](#): RT [@KikScore](#): RT [@B2BBusinessForm](#): People buy from companies they trust bottom line **#smallbizchat**

2011-07-28 12:46 am [DigitalKaitlyn](#) **#SmallBizChat**

2011-07-28 12:46 am [TaraMarkus](#) Trust is paramount **#smallbizchat**

2011-07-28 12:46 am [Ed](#) RT [@TaiGoodwin](#): RT [@Chris\\_Eh\\_Young](#): The internet has forced us to form instant trust when it's always been a process. We need to respect that. **#smallbizchat**

2011-07-28 12:46 am [CJaneBe](#) [@CJaneBe](#) hello my friend! **#smallbizchat**

2011-07-28 12:46 am [BenitaTyler](#) [@Chris\\_Eh\\_Young](#) True. And there is a human lens to make that 'instant' safer. Sort of what Brogan and Julien wrote **#smallbizchat**

2011-07-28 12:46 am [Jillfoster](#) RT [@TaraMarkus](#): [@CJaneBe](#) hello my friend! **#smallbizchat**

2011-07-28 12:46 am [kindracotton](#) Trust seals = video, tweets, etc. to give glimpse of your behind the scenes. Increases know, like, trust factor. **#smallbizchat**

2011-07-28 12:46 am [thepinkboss](#) RT [@ebay\\_nomore](#): RT [@JohnAguiar](#): RT [@newpr](#): **#smallbizchat**

2011-07-28 12:46 am [CJaneBe](#) Takes years for #SMB to build trust but just one small act to lose it. Warren...

2011-07-28 12:47 am [MarcREnriquez](#) A9: Like if there's a Dentist, Lawyer, Accountant, etc. giving information, it would be good to know they're licensed. **#SmallBizChat**

2011-07-28 12:47 am [KikScore](#) RT"@Chris\_Eh\_Young: In my opinion, social proof trumps trust seals. People relate to people like them. **#smallbizchat**

2011-07-28 12:47 am [BizFinanceForum](#) [@TaraMarkus](#) Hi luv! **#SmallBizChat**

2011-07-28 12:47 am [MattSMansfield](#) Other types of trust seals may include logos of those agencies that regulate your industry or your professional assoc **#smallbizchat**

2011-07-28 12:47 am [SweetieBerry](#) [@kindracotton](#) Many providers, Verisign, BBB, and Kikscore (my own company), but they do diff things **#smallbizchat**

2011-07-28 12:47 am [TaiGoodwin](#) A9: I'm a certified actuary and member in good standing. But most people just go "what is that?!" **#smallbizchat**

2011-07-28 12:47 am [KayAshaolu](#) [@Ed](#) [@Chris\\_Eh\\_Young](#) Doesn't have to be instant - can start slow with low barriers to entry then build over time. **#smallbizchat**

With brewed gas? -x] RT [@BizFinanceForum](#): [@MarcREnriquez](#) Man I'd love to drive a NASCAR. **#smallbizchat**

Small points matter: Be reachable, teachable, a listener to your site traffic's voice, develop actions to their needs **#smallbizchat**

RT [@TaraMarkus](#): ... but what hs staying power and value is True Content that enriches. >>>Spoken like a content marketer **#smallbizchat**

RT [@Chris\\_Eh\\_Young](#): The internet has forced us to form instant trust when it's always been a process. We need to respect that.

## #smallbizchat

- 2011-07-28 12:47 am [msrasberryinc](#) MT [@chris\\_eh\\_young](#): Find the least tech savvy person u know & ask them to navigate your site. to reveal problems **#smallbizchat** // good idea.
- 2011-07-28 12:47 am [kindracotton](#) A8: I think things like Trust Guard and Trust Shields/Seals come into play when you make direct sales online. **#SmallBizChat**
- 2011-07-28 12:47 am [KikScore](#) Verisign (uses their brand name), BBB we already talked about. Others are reputational and help provide transparency **#smallbizchat**
- 2011-07-28 12:47 am [BizFinanceForum](#) RT [@BenitaTyler](#): Trust seals = video, tweets, etc 2 give glimpse of ur behind the scenes. Increases know, like, trust factor. **#smallbizchat**
- 2011-07-28 12:47 am [andreacook](#) no [@MattSMansfield](#) what do they say about shoemaker's kids. I don't even know one shoemaker in fact!**#smallbizchat**
- 2011-07-28 12:47 am [CJaneBe](#) [@sweetieberry](#)  
[@KikScore](#) I take it these are companies that sell Seals??  
**#SmallBizChat**
- 2011-07-28 12:48 am [bradley\\_paris](#) Definitely RT [@KikScore](#). As long as the trust seal is placed somewhere where others can notice, it can do a lot of good!  
**#smallbizchat**
- 2011-07-28 12:48 am [kindracotton](#) [@KikScore](#) Yes, I imagine there are a lot of companies willing to "verify" people, but again, where's the industry standard?  
**#SmallBizChat**
- 2011-07-28 12:48 am [Chris\\_Eh\\_Young](#) [@MattSMansfield](#) It can. But many clickers will be one offs.  
**#smallbizchat**
- 2011-07-28 12:48 am [BizFinanceForum](#) [@MarcREnriquez](#) ROTFLMAO! Classic. **#smallbizchat**
- 2011-07-28 12:48 am [Manta](#) RT [@BenitaTyler](#): Trust seals = video, tweets, etc 2 give glimpse of ur behind the scenes. Increases know, like, trust factor. **#smallbizchat**
- 2011-07-28 12:48 am [CareerTips2Go](#) RT [@SweetieBerry](#): Small points matter: Be reachable, teachable, a listener to your site traffics voice, develop actions, etc. **#smallbizchat**
- 2011-07-28 12:48 am [KikScore](#) [@CJaneBe](#) Yes, they do offer trust seals **#smallbizchat**
- 2011-07-28 12:48 am [TaraMarkus](#) [@gingerconsult](#) [@CJaneBe](#) It's all about building relationship, developing trust and delivering Truth! We know about this..  
**#smallbizchat**
- 2011-07-28 12:48 am [kindracotton](#) [@KikScore](#) And I'm not dissing your company, but what good is a seal that's not well-known or respected? **#SmallBizChat**
- 2011-07-28 12:48 am [Wecandoit46](#) RT [@TaraMarkus](#): [@BenitaTyler](#) Building transparency is imperative but what's an absolute essential is delivering Authenticity & Credibility! **#smallbizchat**
- 2011-07-28 12:48 am [SweetieBerry](#) [@BizFinanceForum](#) Often you have to educate them as to why being an actuary matters...layer your integrity/prof **#smallbizchat**
- 2011-07-28 12:48 am [KikScore](#) [@kindracotton](#) Great question. There isnt really an industry standard on trust seals b/c they do diff. things **#smallbizchat**
- 2011-07-28 12:49 am [KayAshaolu](#) sometimes a personal email directly to a client could be very impactful in forging business to consumer relationships **#smallbizchat**
- 2011-07-28 12:49 am [MattSMansfield](#) RT [@Chris\\_Eh\\_Young](#): [@MattSMansfield](#) It can. But many clickers will be one offs.> but I'm searching for clients. :) **#smallbizchat**
- 2011-07-28 12:49 am [smallbiztrends](#) You probably have a trackrecord that can be used to help you convey trust. Are you using it? RT [@KikScore](#) **#smallbizchat**
- 2011-07-28 12:49 am [TaiGoodwin](#) [@Chris\\_Eh\\_Young](#): In my opinion, social proof trumps trust seals. ???Even for B2B?? **#smallbizchat**
- 2011-07-28 12:49 am [KikScore](#) [@kindracotton](#) The trick is probably to use them in combination with

each other **#smallbizchat**

2011-07-28 12:49 am [Wecandoit46](#) [@TaraMarkus](#) [@CJaneBe](#) [@BenitaTyler](#) **#smallbizchat** that is very true!

2011-07-28 12:49 am [BlackDreams](#) [@Chris\\_Eh\\_Young](#) I agree but I think that some level of trust is given on twitter, becuz of things we talk about about. **#SmallBizChat**

2011-07-28 12:49 am [Chris\\_Eh\\_Young](#) The problem with "industry standard" is that many industries are self regulated. re: Trust seals. **#smallbizchat**

2011-07-28 12:49 am [TaiGoodwin](#) Q10: HOW DO SOCIAL MEDIA PROFILES IMPACT CREDIBILITY IN THE EYES OF WEBSITE VISITORS? **#smallbizchat**

2011-07-28 12:49 am [MarcREnriquez](#) Yep. Just as important as consumer's trust in company is their trust that you're effectively protecting their sensitive data. **#smallbizchat**

2011-07-28 12:49 am [gingerconsult](#) Yes, it's about the relationship and the trust that is built. The seal doesn't give you that promise. [@TaraMarkus](#) [@CJaneBe](#) **#smallbizchat**

2011-07-28 12:49 am [SweetieBerry](#) In our space, having local as well as state/nat'l credentials matter. We're not simply online, but in person too! **#smallbizchat**

2011-07-28 12:49 am [BizFinanceForum](#) RT [@smallbiztrends](#): You probably have a trackrecord that can be used to help you convey trust. Are you using it? RT [@KikScore](#) **#smallbizchat**

2011-07-28 12:49 am [kindracotton](#) [@KikScore](#) Plus, in full-disclosure, I've seen a lot of surreptitious businesses prey on people thru "verifying". **#SmallBizChat**

2011-07-28 12:50 am [edigitalspace](#) Awesome resource to find the top twitter chats. Ck it out <http://ow.ly/5ODT8> from [@edigitalspace](#) **#smallbizchat**

2011-07-28 12:50 am [KikScore](#) [@kindracotton](#) Trust me not taking it as a diss. Just saying that your biz has info that it can make transparent. Tool helps **#smallbizchat**

2011-07-28 12:50 am [Chris\\_Eh\\_Young](#) [@TaiGoodwin](#) Yes. If another business just like yours got results, that weighs heavily in your favour. **#smallbizchat**

2011-07-28 12:50 am [Bigsky64](#) RT [@smallbiztrends](#): You probably have a trackrecord that can be used to help you convey trust. Are you using it? RT [@KikScore](#) **#smallbizchat**

2011-07-28 12:50 am [Lyceum](#) RT [@TaiGoodwin](#): Q10: HOW DO SOCIAL MEDIA PROFILES IMPACT CREDIBILITY IN THE EYES OF WEBSITE VISITORS? **#smallbizchat**

2011-07-28 12:50 am [BenitaTyler](#) RT [@BizFinanceForum](#): [@KikScore](#) I agree everyone can use a seal, I just struggle w/which one. Don't want 20 I'll look ADHD **#smallbizchat** lol

2011-07-28 12:50 am [KikScore](#) A10a Help tremendously if you keep them updated, show activity and show engagement, but hurt if left dormant **#smallbizchat**

2011-07-28 12:50 am [Chris\\_Eh\\_Young](#) [@BlackDreams](#) That's not instant trust. We're building that constantly. **#smallbizchat**

2011-07-28 12:50 am [CareerTips2Go](#) Portray consistent brand. RT [@TaiGoodwin](#) Q10: HOW DO SOCIAL MEDIA PROFILES IMPACT CREDIBILITY IN THE EYES OF WEBSITE VISITORS? **#smallbizchat**

2011-07-28 12:50 am [MattSMansfield](#) RT [@andreacook](#): [@sweetieberry](#) They say, "The Shoemaker's children wear no shoes". He's always busy making someone else's. **#smallbizchat**

2011-07-28 12:50 am [CJaneBe](#) Building trust around your brand takes time--slow building of top-notch quality & service worth more than a purchased seal. **#SmallBizChat**

2011-07-28 12:50 am [TaiGoodwin](#) RT [@SweetieBerry](#): In our space, local as well as state/nat'l credentials matter. We're not simply online, but in person too!

2011-07-28 12:50 am [Manta](#) **#smallbizchat**  
A10: If done well, social media shows authenticity and transparency with allows users to trust your business. **#smallbizchat**

2011-07-28 12:50 am [kindracotton](#) A8: I suppose at the end of the day a "trust seal" really means the most to the person who receives it. Not much to me though  
**#SmallBizChat**

2011-07-28 12:50 am [KikScore](#) Love the convo. Keep it coming. Thanks for the great back and forth  
**#smallbizchat**

2011-07-28 12:51 am [Jillfoster](#) Good question, RT [@smallbiztrends](#): You probably have a trackrecord that can help convey trust. Are you using it? RT [@KikScore](#) **#smallbizchat**

2011-07-28 12:51 am [kathyzucker](#) [@TaiGoodwin](#) A10. A concise, accurate & interesting social media profile establishes instant credibility on the owner. **#smallbizchat**

2011-07-28 12:51 am [thepinkboss](#) Great topic tonight! **#smallbizchat**

2011-07-28 12:51 am [MattSMansfield](#) A10: Social media can = social proof. If a lot of folks like you and follow you, you are perceived as authentic. **#smallbizchat**

2011-07-28 12:51 am [SweetieBerry](#) a10) I know that casual SM slang can seriously damage reputation as companies seek to hire/HR evaluations... **#smallbizchat**

2011-07-28 12:51 am [Lyceum](#) [@TaiGoodwin](#) If you are visible on the net, the next step is credibility. Social media is two-way street, conversational mkting **#smallbizchat**

2011-07-28 12:51 am [Chris\\_Eh\\_Young](#) A10: Social media allows the time to build trust that one off website clicks may not. **#smallbizchat**

2011-07-28 12:51 am [KikScore](#) A10b Dormant profiles leads website visitors to question is this person still in business. So shut dormant ones down! **#smallbizchat**

2011-07-28 12:51 am [Manta](#) A10: If done well, social media shows authenticity and transparency which allows users to trust your business. **#smallbizchat**

2011-07-28 12:51 am [TaiGoodwin](#) RT [@Chris\\_Eh\\_Young](#): [@TaiGoodwin](#) Yes. If another business just like yours got results, that weighs heavily in your favour.  
**#smallbizchat**

2011-07-28 12:51 am [my3rdact](#) RT [@TaiGoodwin](#): RT [@kindracotton](#) Exactly. It's not what you don't know that hurts you. It's what you don't know you don't know.  
**#smallbizchat**

2011-07-28 12:51 am [BizFinanceForum](#) A10: Different people prefer using different venues. You might find some of your niche on Twitter, another group on LinkedIn  
**#smallbizchat**

2011-07-28 12:51 am [Chris\\_Eh\\_Young](#) Social media is a courtship leading to marriage, not a one night stand.  
**#smallbizchat**

2011-07-28 12:51 am [TaiGoodwin](#) RT [@Manta](#): A10: If done well, social media shows authenticity and transparency with allows users to trust your business. **#smallbizchat**

2011-07-28 12:51 am [CassiusBlueCo](#) A10. SM profiles can improve trust & credibility if active & aligned with biz strategy. It shows consistency of your brand. **#smallbizchat**

2011-07-28 12:52 am [SweetieBerry](#) a10) Social media streams can affirm in 20 comments who /what is going on or attended....both pos & neg **#smallbizchat**

2011-07-28 12:57 am [Chris\\_Eh\\_Young](#) Is it ok to pimp a blog post here? I never promote myself on chats.  
**#smallbizchat**

2011-07-28 12:57 am [kathyzucker](#) [@ZimanaAnalytics](#) [@cjanebe](#) If your brand uses social media, u can speed up trust building by partnering w/reputable users.  
**#SmallBizChat**

2011-07-28 12:58 am [SweetieBerry](#) RT [@ZimanaAnalytics](#): A10 For me, sm profiles help convey what you know in a way that sometimes does not come up in conv



**#smallbizchat**

- 2011-07-28 12:58 am [BizFinanceForum](#) [@taigoodwin](#) Awesome job tonight, thanks! [@kikscore](#) thanks for all the great info here on **#smallbizchat**
- 2011-07-28 12:58 am [TaiGoodwin](#) RT [@KikScore](#): Create a unique pledge to customers & put it on your site. Helps show authenticity, credibility .... **#smallbizchat**
- 2011-07-28 12:58 am [carltonf](#) RT [@SweetieBerry](#): A12) 1. Revisit and affirm what/why/how you do business 2. Make sure your site/SM/Actions support that 3. Focus focus focus **#smallbizchat**
- 2011-07-28 12:58 am [Jillfoster](#) Good call, RT [@ruthsherman](#): A12) Keep the videos coming, speak to camera like it's yr best friend. Project warmth & sincerity.  
**#smallbizchat**
- 2011-07-28 12:58 am [CassiusBlueCo](#) A12. Putting some "personality" into your website helps prospects to connect with & trust you. Videos, photos, a bio etc. **#smallbizchat**
- 2011-07-28 12:58 am [MattSMansfield](#) RT [@Chris\\_Eh\\_Young](#): Is it ok to pimp a blog post here? I never promote myself on chats. > go for it! **#smallbizchat**
- 2011-07-28 12:58 am [kathyzucker](#) [@Chris\\_Eh\\_Young](#) If it's relevant & helpful, go for it. **#smallbizchat**
- 2011-07-28 12:58 am [KikScore](#) [@Chris\\_Eh\\_Young](#) Go ahead **#smallbizchat**
- 2011-07-28 12:58 am [Bigsky64](#) It means more for your clients to praise you, them for you to promote yourself. **#smallbizchat**
- 2011-07-28 12:58 am [TaiGoodwin](#) [@Chris\\_Eh\\_Young](#) Hold on - the pitch section is coming in a minute...  
**#smallbizchat**
- 2011-07-28 12:58 am [BlackDreams](#) RT [@CassiusBlueCo](#): RT [@KikScore](#): A11b Transparency and engagement working together with these profiles helps build credibility for your smallbiz. **#smallbizchat**
- 2011-07-28 12:58 am [kindracotton](#) A11: Who are the people HERE NOW that use Yelp to "qualify" others? I'm just curious to know. **#SmallBizChat**
- 2011-07-28 12:58 am [SarahLCook](#) RT [@ZimanaAnalytics](#): A10 For me, sm profiles help convey what you know in a way that sometimes does not come up in conv <YES!  
**#smallbizchat**
- 2011-07-28 12:58 am [KikScore](#) [@bradley\\_paris](#) Thanks for showing up tonight **#smallbizchat**
- 2011-07-28 12:59 am [Bigsky64](#) RT [@CassiusBlueCo](#): A12. Putting some "personality" into your website helps prospects to connect with & trust you. Videos, photos, a bio etc. **#smallbizchat**
- 2011-07-28 12:59 am [JLeapheart](#) RT [@kathyzucker](#): [@ZimanaAnalytics](#) [@cjanebe](#) If your brand uses social media, u can speed up trust building by partnering w/reputable users. **#SmallBizChat**
- 2011-07-28 12:59 am [MattSMansfield](#) RT [@kindracotton](#): A11: Who are the people HERE NOW that use Yelp to "qualify" others? Not to qualify - just social for me.  
**#smallbizchat**
- 2011-07-28 12:59 am [KikScore](#) True RT [@Chris\\_Eh\\_Young](#): Testimonials are great but most people go about them wrong. **#smallbizchat**
- 2011-07-28 12:59 am [CareerAction](#) RT [@TaiGoodwin](#): RT [@KikScore](#): A12b Find a customer who loves your business. Get a short testimonial & put it on your website asap.  
**#smallbizchat**
- 2011-07-28 12:59 am [melkettle](#) RT [@thehealthmaven](#): yes, consumers relate to stories & that is what gets passed on -builds credibility = trust **#smallbizchat**
- 2011-07-28 12:59 am [bradley\\_paris](#) [@KikScore](#) No problem! **#smallbizchat**
- 2011-07-28 12:59 am [TaiGoodwin](#) Special thanks to E commerce expert Raj Malik [@KikScore](#) <http://www.kikscore.com> **#smallbizchat**
- 2011-07-28 12:59 am [kathyzucker](#) [@kindracotton](#) I use Yelp to get comprehensive feedback about

businesses. **#smallbizchat**

2011-07-28 12:59 am [KikScore](#) A12d Bonus use the promo code SMALLBIZCHAT at [www.kikscore.com](http://www.kikscore.com) for 90 days FREE trial for KikScore Trust & Confidence Badge **#smallbizchat**

2011-07-28 12:59 am [TaiGoodwin](#) Next week e-commerce tech expert Raj Malik [@Kikscore](#) How to Make Your Business Look Trustworthy and Credible Online. **#smallbizchat**

2011-07-28 12:59 am [SarahLCook](#) RT [@Bigsky64](#): It means more for your clients to praise you, them for you to promote yourself. <= So true! **#smallbizchat**

2011-07-28 12:59 am [CareerTips2Go](#) That's where testimonials work. RT [@Bigsky64](#): It means more for your clients to praise you, than for you to promote yourself. **#smallbizchat**

2011-07-28 12:59 am [TaraMarkus](#) [@gingerconsult](#) Exactly! Why walk down just one Avenue? There is much more to explore! use several road maps and find ur way. **#smallbizchat**

2011-07-28 12:59 am [TaiGoodwin](#) Roll call, who's on [@Smallbizchat](#) tonight? Give me your best 140-character commercial. **#smallbizchat**

2011-07-28 12:59 am [DigitalKaitlyn](#) A12 Online biz can work on gathering testimonials, establish a voice through socialmedia, & making customer service accessible **#smallbizchat**

2011-07-28 12:59 am [MarcREnriquez](#) A12 Some of most responsive promotions I've ever done were \*entirely\* happy testimonials w/ offer **#smallbizchat**

2011-07-28 12:59 am [SarahLCook](#) RT [@TaiGoodwin](#): Special thanks to E commerce expert Raj Malik [@KikScore](#) <http://www.kikscore.com> **#smallbizchat**

2011-07-28 12:59 am [SweetieBerry](#) [@AmyAllStar..thank](#) you :) I'm the reserve team **#smallbizchat**

2011-07-28 12:59 am [B2BBusinessForm](#) [@kikscore](#) thank you for the great information **#smallbizchat**

2011-07-28 1:00 am [TaraMarkus](#) Always ensure your message is Pure - Never Dilute! **#smallbizchat**

2011-07-28 1:00 am [kindracotton](#) A11: This discussion of Yelp reminds of PPC a while back. I was amazed how many people pay money for online ads & hadnt used 1 **#SmallBizChat**

2011-07-28 1:00 am [SmallBizLady](#) RT [@TaiGoodwin](#): A blog post with a more detailed Q & A with our guest comes out on Thursdays on [@Smallbizlady's](#) blog: <http://bit.ly/3x5Gm2> **#smallbizchat**

2011-07-28 1:00 am [KikScore](#) Thanks for everyone attending. I hope everyone enjoyedthe hour. Fastest hour of my life! **#smallbizchat**

2011-07-28 1:00 am [Bigsky64](#) I am planning on creating video blogs to add to my social media campaign. **#smallbizchat**

2011-07-28 1:00 am [BizFinanceForum](#) RT [@TaiGoodwin](#): Special thanks to E commerce expert Raj Malik [@KikScore](#) <http://www.kikscore.com> **#smallbizchat**

2011-07-28 1:00 am [kindracotton](#) A11: If I managed to find Yelp useful in my own online adventures, I might lend more credibility towards it for my business. **#SmallBizChat**

2011-07-28 1:00 am [TaiGoodwin](#) Oops: Next week we chat live with Dori DeiCarlo [@Dori\\_S1\\_Bags](#) of S1 Safety First **#smallbizchat**

2011-07-28 1:00 am [Chris\\_Eh\\_Young](#) Here is my blog post on testimonials. <http://bit.ly/frKgme> Thanks for letting me share. It seemed relevant. **#smallbizchat**

2011-07-28 1:00 am [SweetieBerry](#) Thanks everyone for being with **#smallBizChat** tonight, well done! Your ideas and insights are appreciated! **#smallbizchat**

2011-07-28 1:00 am [MattSMansfield](#) RT [@KikScore](#): Thanks for everyone attending. I hope everyone enjoyedthe hour. > great stuff, thanks! **#smallbizchat**

2011-07-28 1:00 am [KikScore](#) [@MarcREnriquez](#) Happy testimonials that tell a story are what you

aim for! **#smallbizchat**

2011-07-28 1:00 am [MarcREnriquez](#) I help you answer your new economy prospect's most important question: "Why CAN'T I Afford NOT To Do Biz W/ You?"  
**#smallbizchat** #rollcall

2011-07-28 1:00 am [TaiGoodwin](#) Tomorrow get the full interview with Kikscore co-founder Raj Malik [@KikScore](#) on <http://www.succeedasyourownboss.com>  
**#smallbizchat**

2011-07-28 1:01 am [KayAshaolu](#) Thanks for the insights [@KikScore](#) [@TaiGoodwin!](#) **#smallbizchat**

2011-07-28 1:01 am [BizFinanceForum](#) RT [@Chris\\_Eh\\_Young](#): Here is my blog post on testimonials. <http://bit.ly/frKgme> Thanks for letting me share. seemed relevant.  
**#smallbizchat**

2011-07-28 1:01 am [MattSMansfield](#) [@Chris\\_Eh\\_Young](#) Thanks Chris - look forward to reading it.  
**#smallbizchat**

2011-07-28 1:01 am [kindracotton](#) A11: Right now, the MOST I use it for is to verify info (address/phone) I may have found elsewhere, but even that's not much  
**#SmallBizChat**

2011-07-28 1:01 am [TaiGoodwin](#) RT [@Chris\\_Eh\\_Young](#): Here is my blog post on testimonials. <http://bit.ly/frKgme> Thanks for letting me share. It seemed relevant  
**#smallbizchat**

2011-07-28 1:01 am [MarcREnriquez](#) Great job, and info! RT [@KikScore](#): Thanks for everyone attending. I hope everyone enjoyed the hour. Fastest hour of my life!  
**#smallbizchat**

2011-07-28 1:01 am [patlovenhart](#) Don't trust Yelp RT [@kindracotton](#): A11: Who r the people HERE NOW that use Yelp to "qualify" others? I'm just curious to know.  
**#SmallBizChat**

2011-07-28 1:01 am [Bigsky64](#) RT [@KikScore](#): [@MarcREnriquez](#) Happy testimonials that tell a story are what you aim for! **#smallbizchat**

2011-07-28 1:01 am [kathyzucker](#) [@TaiGoodwin](#) [@Smallbizchat](#) Work at home mom who is a serial entrepreneur providing strategic planning for work & life.  
**#smallbizchat**

2011-07-28 1:01 am [ZimanaAnalytics](#) RT [@taigoodwin](#): Q12: WHAT 3 THINGS CAN BIZ OWNERS START TONIGHT TO SPECIFICALLY COMMUNICATE TRUST TO PROSPECTIVE CUSTOMERS? **#smallbizchat**

2011-07-28 1:01 am [Chris\\_Eh\\_Young](#) Thanks [@TaiGoodwin](#) for another great chat. Also [@KikScore](#) for being the special guest. **#smallbizchat**

2011-07-28 1:01 am [KikScore](#) What is one thing that everyone is gonna do to start building trust tonight for their biz? **#smallbizchat**

2011-07-28 1:01 am [SarahLCook](#) Co-Author "Parents' Guide to Raising CEO Kids" Founder [#RaisingCEOKids](#) - online resources 4 youth in biz & adults who support **#smallbizchat**

2011-07-28 1:01 am [BizFinanceForum](#) RT [@MarcREnriquez](#): I help you answer your new economy prospects most important question: "Why CANT I Afford NOT To Do Biz W/U **#smallbizchat**

2011-07-28 1:01 am [TaiGoodwin](#) [@Chris\\_Eh\\_Young](#) We never turn doen good content - thanks for sharing! **#smallbizchat**

2011-07-28 1:01 am [kindracotton](#) Well, it's been great chatting here tonight with all of you. If you follow me, send me a message so I can follow back. **#SmallBizChat**

2011-07-28 1:02 am [SweetieBerry](#) [@AmyAllStar](#) [@TaraMarkus](#) [@CJaneBe](#) [@MattSManfield](#) Thanks so much for being with us tonight! **#smallbizchat**

2011-07-28 1:02 am [KayAshaolu](#) Okay so I have to run, thanks [@Bigsky64](#) [@colleenmaleski](#)

2011-07-28 1:02 am [ZimanaAnalytics](#) [@MattSMansfield](#) for your contributions! **#smallbizchat**  
Yes, I skipped Q11 but the chat has a flow of its own :-)  
**#smallbizchat**

2011-07-28 1:02 am [MattSMansfield](#) Night Kindra! **#smallbizchat**  
2011-07-28 1:02 am [TaiGoodwin](#) RT [@KikScore](#): What is one thing that everyone is gonna do to start building trust tonight for their biz? **#smallbizchat**

2011-07-28 1:02 am [BarryBirkett](#) Thank YOU! Gr8 hour! RT [@kikscore:...](#) I hope everyone enjoyed the hour. Fastest hour of my life! **#smallbizchat**

2011-07-28 1:02 am [Bigsky64](#) RT [@TaiGoodwin](#): Oops: Next week we chat live with Dori DeiCarlo [@Dori\\_S1\\_Bags](#) of S1 Safety First **#smallbizchat**

2011-07-28 1:02 am [gingerconsult](#) [@TaraMarkus](#) So true, Tara. building the connections and engagement here leads to many new paths of success.  
**#smallbizchat**

2011-07-28 1:02 am [CassiusBlueCo](#) [@TaiGoodwin](#) I'm here. Consultant coach & cheerleader helps self-created businesses who have yet to find their marketing touch.  
**#smallbizchat**

2011-07-28 1:02 am [DigitalKaitlyn](#) I am a social media connoisseur tweeting, blogging, and living web 2.0 for all brands. You can find me at [digitalkaitlyn.com](#)  
**#smallbizchat**

2011-07-28 1:02 am [BizFinanceForum](#) RT [@kathyzucker](#): Work at home mom who is a serial entrepreneur providing strategic planning for work & life. **#smallbizchat**

2011-07-28 1:02 am [SarahLCook](#) [@KikScore](#) Do the things you suggested and keep being ME in an authentic and personal way! **#smallbizchat**

2011-07-28 1:02 am [KikScore](#) Remember trust is about using information about your business to demonstrate that you are reliable! **#smallbizchat**

2011-07-28 1:02 am [Lyceum](#) [@rajmalikdc](#) [@kikstore](#) [@taigoodwin](#) et al: Thanks for a great chat. Now it is time for one more cup of tea and then zzzsleep 3AM.  
**#smallbizchat**

2011-07-28 1:02 am [prak198](#) RT [@TaiGoodwin](#): A blog post with a more detailed Q & A with our guest comes out on Thursdays on [@Smallbizlady's](#) blog: [http://bit.ly/3x5Gm2](#) **#smallbizchat**

2011-07-28 1:02 am [KayAshaolu](#) [@Chris\\_Eh\\_Young](#) you made some really insightful comments, thanks! **#smallbizchat**

2011-07-28 1:02 am [KikScore](#) [@smallbiztrends](#) Gonna take all night! **#smallbizchat**  
2011-07-28 1:02 am [TaiGoodwin](#) Join us next week for Dori DeiCarlo [@Dori\\_S1\\_Bags](#) of S1 Safety First **#smallbizchat**

2011-07-28 1:02 am [SweetieBerry](#) [@BizFinanceForum](#) I agree, but I am ever amazed at how much folks simply aren't aware, but wish to be.. **#smallbizchat**

2011-07-28 1:02 am [TaraMarkus](#) Delight to have sparked connection with everyone tonight! Hope to C U Again! **#smallbizchat**

2011-07-28 1:02 am [DigitalKaitlyn](#) I just love **#SmallBizChat**, thanks everyone for the retweets and comments tonight!

2011-07-28 1:02 am [KikScore](#) Exclusive for participants tonight: use code SMALLBIZCHAT at [www.kikscore.com](#) for 90 days FREE trial for KikScore Trust Seal  
**#smallbizchat**

2011-07-28 1:03 am [MarcREnriquez](#) Yep. Headline, Testimonial, Next Steps. RT [@KikScore](#): [@MarcREnriquez](#) Happy testimonials that tell a story are what u aim for! **#smallbizchat**

2011-07-28 1:03 am [BizFinanceForum](#) RT [@CassiusBlueCo](#): Consultant coach & cheerleader helps self-created businesses who have yet to find their marketing touch.

## #smallbizchat

- 2011-07-28 1:03 am [kindracotton](#) I help small businesses integrate social media through free and low-cost tools at [@sss4success](#) **#SmallBizChat**
- 2011-07-28 1:03 am [KayAshaolu](#) [@TaiGoodwin](#) [@KikScore](#) I'm gonna try to create that intro video for my business website **#smallbizchat**
- 2011-07-28 1:03 am [Chris Eh Young](#) I help aspiring entrepreneurs avoid mistakes, shorten their learning curve, & tell their story, while instilling confidence. **#smallbizchat**
- 2011-07-28 1:03 am [msrasberryinc](#) [@bigsky64](#) I am considering creating video blogs as well. I have recommended them but have yet to incorporate. **#smallbizchat**
- 2011-07-28 1:03 am [BizFinanceForum](#) RT [@DigitalKaitlyn](#): I am a social media connoisseur tweeting, blogging, and living web 2.0 for all brands. [digitalkaitlyn.com](#) **#smallbizchat**
- 2011-07-28 1:03 am [kindracotton](#) RT [@DigitalKaitlyn](#): I just love **#SmallBizChat**, thanks everyone for the retweets and comments tonight!
- 2011-07-28 1:03 am [BizFinanceForum](#) RT [@kindracotton](#): I help small businesses integrate social media through free and low-cost tools at [@sss4success](#) **#smallbizchat**
- 2011-07-28 1:03 am [MarcREnriquez](#) RT [@BizFinanceForum](#): RT [@TaiGoodwin](#): Special thanks to E commerce expert Raj Malik [@KikScore](#) <http://www.kikscore.com> **#smallbizchat**
- 2011-07-28 1:03 am [CassiusBlueCo](#) Great chatting with everyone tonight! **#smallbizchat**
- 2011-07-28 1:03 am [smallbiztrends](#) Thanks everyone for the informative **#smallbizchat** tonight! Special kudos to Raj of [@kikscore](#) and [@TaiGoodwin](#), our host.
- 2011-07-28 1:03 am [ZimanaAnalytics](#) [@kathyzucker](#) very true, with you not building the right effort to continue earning it. **#smallbizchat**
- 2011-07-28 1:03 am [BizFinanceForum](#) Afraid of finance? Need help with your profits? I can help (and make you laugh too) **#smallbizchat**
- 2011-07-28 1:04 am [B2BBusinessForm](#) [@TaiGoodwin](#) Will do thanks Tai **#smallbizchat**
- 2011-07-28 1:04 am [TaraMarkus](#) [@MattSMansfield](#) [@BlackDreams](#) [@TaraMarkus](#) [@BenitaTyler](#) thank you for RT's! Delighted to have made connection! **#smallbizchat**
- 2011-07-28 1:04 am [SarahLCook](#) RT [@TaiGoodwin](#): Join us next week for Dori DeiCarlo [@Dori\\_S1\\_Bags](#) of S1 Safety First <== Very cool! **#smallbizchat**
- 2011-07-28 1:04 am [BlackDreams](#) [@kathyzucker](#) agreed I think that social media does give us the ability to give & build trust quickly. **#SmallBizChat**
- 2011-07-28 1:04 am [SweetieBerry](#) [@BarryBirkett](#) Great to see you tonight in the stream at **#smallbizchat** !
- 2011-07-28 1:04 am [kitestring](#) [@chris\\_eh\\_young](#) What is **#smallbizchat** all about? : D
- 2011-07-28 1:04 am [TaiGoodwin](#) Great conversation tonight - thanks to everyone - Awesome chat!!! **#smallbizchat**
- 2011-07-28 1:04 am [MarcREnriquez](#) RT [@BizFinanceForum](#): Afraid of finance? Need help with your profits? I can help (and make you laugh too) **#smallbizchat**
- 2011-07-28 1:04 am [BizFinanceForum](#) RT [@Chris Eh Young](#): I help aspiring entrepreneurs avoid mistakes, shorten learning curve, tell story, instilling confidence. **#smallbizchat**
- 2011-07-28 1:04 am [kindracotton](#) RT [@TaiGoodwin](#): Great conversation tonight - thanks to everyone - Awesome chat!!! **#smallbizchat**
- 2011-07-28 1:04 am [MarcREnriquez](#) Agreed! Thanks for hosting! RT [@TaiGoodwin](#): Great conversation tonight - thanks to everyone - Awesome chat!!! **#smallbizchat**
- 2011-07-28 1:04 am [BarryBirkett](#) [@sweetieberry](#) Thanks! I really enjoyed the discussion. You had some great points. **#smallbizchat**
- 2011-07-28 1:04 am [ZimanaAnalytics](#) RT [@kikscore](#): A12d Bonus use the promo code SMALLBIZCHAT at

[www.kikscore.com](http://www.kikscore.com) for 90 days FREE trial for KikScore Trust Badge  
**#smallbizchat**

- 2011-07-28 1:04 am [KikScore](#) Here are more tips at our blog for the **#smallbizchat** participants <http://bit.ly/pf9V9U> - in the form of a powerpoint.
- 2011-07-28 1:04 am [MattSMansfield](#) The web is a powerful tool to market & manage business-online or off! Learn to think outside the browser: <http://bit.ly/atTKRv> **#smallbizchat**
- 2011-07-28 1:05 am [ChellyElite](#) Salon Professional & Owner of Standout Beauty, wholesale distributor of professional beauty supply products **#smallbizchat**
- 2011-07-28 1:05 am [SweetieBerry](#) [@andreacook](#) I so get that Andrea.....:) **#smallbizchat**
- 2011-07-28 1:05 am [colleenmaleski](#) [@kayashaolu](#) nice "talking" to you **#smallbizchat**
- 2011-07-28 1:05 am [kindracotton](#) RT [@smallbiztrends](#): Thanks everyone for the informative **#smallbizchat** tonight! Special kudos to Raj of [@kikscore](#) and [@TaiGoodwin](#), our host.
- 2011-07-28 1:05 am [KayAshaolu](#) I design websites that help small businesses and non profits to focus on their own expertise **#smallbizchat**
- 2011-07-28 1:05 am [SarahLCook](#) RT [@KikScore](#): Here are more tips at our blog for the **#smallbizchat** participants <http://bit.ly/pf9V9U> <== Thanks! **#smallbizchat**
- 2011-07-28 1:05 am [TaiGoodwin](#) Exclusive for participants tonight: code SMALLBIZCHAT at [www.kikscore.com](http://www.kikscore.com) 90 days FREE trial for KikScore Trust Seal **#smallbizchat**
- 2011-07-28 1:05 am [kindracotton](#) RT [@TaiGoodwin](#): Exclusive for participants tonight: code SMALLBIZCHAT at [www.kikscore.com](http://www.kikscore.com) 90 days FREE trial for KikScore Trust Seal **#smallbizchat**
- 2011-07-28 1:05 am [msrasberryinc](#) I help individuals and entrepreneurs (small biz) brand themselves online & off via social media marketing & image consulting. **#smallbizchat**
- 2011-07-28 1:05 am [BrandStrong](#) RT [@Jillfoster](#): Good call, RT [@ruthsherman](#): A12) Keep the videos coming, speak to camera like it's yr best friend. Project warmth & sincerity. **#smallbizchat**
- 2011-07-28 1:05 am [MarcREnriquez](#) RT [@KikScore](#): Exclusive for participants tonight: use code SMALLBIZCHAT at [www.kikscore.com](http://www.kikscore.com) for 90 days FREE trial for KikScore Trust Seal **#smallbizchat**
- 2011-07-28 1:05 am [BizFinanceForum](#) RT [@MattSMansfield](#): The web is a powerful tool to market & manage biz! Learn 2 think outside the browser: <http://bit.ly/atTKRv> **#smallbizchat**
- 2011-07-28 1:05 am [BizFinanceForum](#) RT [@KayAshaolu](#): I design websites that help small businesses and non profits to focus on their own expertise **#smallbizchat**
- 2011-07-28 1:05 am [TaiGoodwin](#) RT [@kikscore](#): A12d Bonus use the promo code SMALLBIZCHAT at [www.kikscore.com](http://www.kikscore.com) for 90 days FREE trial for KikScore Trust Badge **#smallbizchat**
- 2011-07-28 1:06 am [DigitalKaitlyn](#) As did !! RT [@JohnAguiar](#): [@DigitalKaitlyn](#) [@MinnesotaDJL](#) [@backngroovemom](#) [@Manta](#) [@Jillfoster](#) Thanks.,had great time on the chat **#smallbizchat**
- 2011-07-28 1:06 am [MarcREnriquez](#) RT [@KikScore](#): Remember trust is about using information about your business to demonstrate that you are reliable! **#smallbizchat**
- 2011-07-28 1:06 am [BizFinanceForum](#) RT [@ChellyElite](#): Salon Professional & Owner of Standout Beauty, wholesale distributor of professional beauty supply products **#smallbizchat**
- 2011-07-28 1:06 am [DigitalKaitlyn](#) [@BizFinanceForum](#) thanks so much for the retweet! **#smallbizchat**
- 2011-07-28 1:06 am [CassiusBlueCo](#) RT [@ruthsherman](#): A12) Keep the videos coming, speak to camera

2011-07-28 1:06 am [Lyceum](#) like its yr best friend. Project warmth & sincerity. **#smallbizchat**  
RT [@KikScore](#): Here are more tips at our blog for the **#smallbizchat** participants <http://bit.ly/pf9V9U> - in the form of a powerpoint.

2011-07-28 1:06 am [KikScore](#) Many thanks again to all that attended. I will be responding to tweets I missed over the night (if my wife lets me!) **#smallbizchat**

2011-07-28 1:06 am [DigitalKaitlyn](#) [@kindracotton](#) nice to meet you tonight, looking forward to next wednesday! **#smallbizchat**

2011-07-28 1:07 am [kitestring](#) [@chris\\_eh\\_young](#) Oh boy!!! **#smallbizchat** What's the topic tonight?

2011-07-28 1:07 am [BizFinanceForum](#) RT [@msrasberryinc](#): I help individuals and entrepreneurs brand themselves online & off via social media mktg& image consulting. **#smallbizchat**

2011-07-28 1:07 am [TaiGoodwin](#) RT [@MattSMansfield](#): The web is a powerful tool to market & manage biz! Learn 2 think outside the browser: <http://bit.ly/atTKRv> **#smallbizchat**

2011-07-28 1:07 am [ZimanaAnalytics](#) RT [@sarahlcook](#): Co-Author "Parents' Guide to Raising CEO Kids" **#RaisingCEOKids** - online resources 4 youth in biz & adults **#smallbizchat**

2011-07-28 1:07 am [Lyceum](#) RT [@KikScore](#): Here are more tips at our blog for the **#smallbizchat** participants <http://bit.ly/pf9V9U> - in the form of a ppt.

2011-07-28 1:08 am [NotesFrom2Half](#) RT [@Chris\\_Eh\\_Young](#): I help aspiring entrepreneurs avoid mistakes, shorten their learning curve, & tell their story, while instilling confidence. **#smallbizchat**

2011-07-28 1:08 am [TaiGoodwin](#) RT [@kitestring](#): The mission of **#Smallbizchat** is to end small business failure by helping you succeed as your own boss. **#smallbizchat**

2011-07-28 1:08 am [TaiGoodwin](#) [@kitestring](#) Feel free to join us next week! **#smallbizchat**

2011-07-28 1:09 am [rajmalikdc](#) RT [@Lyceum](#): RT [@KikScore](#): Here are more tips at our blog for the **#smallbizchat** participants <http://bit.ly/pf9V9U> - in the form of a ppt.

2011-07-28 1:09 am [ZimanaAnalytics](#) Hi [@SmallBizLady](#) Hi [@sweetieberry](#) thanks for the RT![@TaiGoodwin](#) , hey! Thanks for another great chat, sorry to chime in late **#smallbizchat**

2011-07-28 1:09 am [CassiusBlueCo](#) Thanks for the RT love[@BizFinanceForum](#) [@PjsandCoffee](#) [@MattSMansfield](#) [@patlovenhart](#) [@Shishev](#) [@Carieeri](#) [@RebeccaSM](#) [@17thandRiggs](#) **#smallbizchat**

2011-07-28 1:09 am [TaiGoodwin](#) RT [@sarahlcook](#): Co-Author "Parents' Guide to Raising CEO Kids" **#RaisingCEOKids** - online resources 4 youth in biz & adults **#smallbizchat**

2011-07-28 1:09 am [ZimanaAnalytics](#) [@kikscore](#) TY for the ideas and comments on trust building **#smallbizchat**

2011-07-28 1:10 am [Jillfoster](#) thx for great resourceful discussion [@rajmalikdc](#) and [@KikScore](#) --- sorry for being late to **#smallbizchat**!

2011-07-28 1:10 am [thehealthmaven](#) gr8 to c u guys! [@melkettle](#) [@MattSMansfield](#) [@JohnAguiar](#) [@KikScore](#) [@BarryBirkett](#) [@backngroovemom](#) [@JohnAguiar](#) **#SmallBizChat** **#SmallBizChat**

2011-07-28 1:10 am [backngroovemom](#) [@JohnAguiar](#) nice meeting up w u at **#smallbizchat**

2011-07-28 1:10 am [SarahLCook](#) [@KikScore](#) It's definitely important to spend time with family too! ;-)  
**#smallbizchat**

2011-07-28 1:10 am [rajmalikdc](#) RT [@MarcREnriquez](#): Exclusive tonight: use code SMALLBIZCHAT at [www.kikscore.com](http://www.kikscore.com) for 90 days FREE trial for KikScore Trust Seal **#smallbizchat**

2011-07-28 1:10 am [ZimanaAnalytics](#) [@lyceum](#) Enjoy the tea! :-) Always good to say hey! **#smallbizchat**

2011-07-28 1:10 am [Anisa\\_Hajimumin](#) RT [@SweetieBerry](#): A10) Social Media can falsely or accurately demonstrate your business quality...so dependent on person's ability. **#smallbizchat**

2011-07-28 1:10 am [SarahLCook](#) [@TaiGoodwin](#) Thanks for the shout out Tai! **#smallbizchat**

2011-07-28 1:11 am [thehealthmaven](#) TY for a gr8 chat [@ChellyElite](#) [@TaiGoodwin](#) [@B2BBusinessForm](#) **#SmallBizChat**

2011-07-28 1:11 am [PjsandCoffee](#) RT [@Bigsky64](#): I help businesses of all size improve their brand exposure at #tradeshows. <http://bit.ly/nllyg1> **#smallbizchat**

2011-07-28 1:11 am [ZimanaAnalytics](#) RT [@taigoodwin](#): Join us next week for Dori DeiCarlo [@Dori\\_S1\\_Bags](#) of S1 Safety First **#smallbizchat**

2011-07-28 1:11 am [KikScore](#) [@Jillfoster](#) Thanks so much for joining. Great to see neighborhood friend in **#smallbizchat**

2011-07-28 1:12 am [KikScore](#) [@SarahLCook](#) That is so true. Thanks for joining and have a great night! **#smallbizchat**

2011-07-28 1:12 am [KikScore](#) [@ZimanaAnalytics](#) Really appreciate you joining. **#smallbizchat**

2011-07-28 1:12 am [ChellyElite](#) :) RT [@thehealthmaven](#): TY for a gr8 chat [@ChellyElite](#) [@TaiGoodwin](#) [@B2BBusinessForm](#) **#SmallBizChat**

2011-07-28 1:12 am [Lyceum](#) [@ZimanaAnalytics](#) Thanks! I will continue to enjoy the [@TeaPartyNu!](#) Do you drink tea, Pierre? **#smallbizchat**

2011-07-28 1:12 am [Jillfoster](#) Thx, really enjoyed it, RT [@johnaguair](#): [@DigitalKaitlyn](#) [@MinnesotaDJL](#) [@backngroovemom](#) [@Manta](#) re: "had great tiem on chat **#smallbizchat**"

2011-07-28 1:12 am [MarcREnriquez](#) Thanks for the side convos tonight! [@BarryBirkett](#) [@MattSMansfield](#) [@shonali](#) [@B2BBusinessForm](#) **#smallbizchat**

2011-07-28 1:12 am [Bigsky64](#) [@msrasberryinc](#) I use talk fusion already so it only makes sense. **#smallbizchat**

2011-07-28 1:13 am [KikScore](#) [@PjsandCoffee](#) Didnt we just interview you for our blog? Great one btw. Thanks for attending. **#smallbizchat**

2011-07-28 1:14 am [MarcREnriquez](#) Thanks [@SmallBizLady](#) [@TaiGoodwin](#) [@KikScore](#) for tonight's **#smallbizchat!**

2011-07-28 1:14 am [ZimanaAnalytics](#) RT [@kikscore](#): Here are more tips at our blog for the **#smallbizchat** participants <http://bit.ly/pf9V9U> - in the form of a powerpoint.

2011-07-28 1:15 am [DigitalKaitlyn](#) The next time a clients ask "why bother with twitter?" I will show them twitter chats like **#smallbizchat** and #wjchat

2011-07-28 1:16 am [kindracotton](#) My dinner is now STONE COLD thanks to **#SmallBizChat** #GenYchat and #bwechat! LOL

2011-07-28 1:16 am [DylonParker](#) parker Turst seals come from the human elements of our design. Trust is not about the product. A human quality must show... **#SmallBizChat**

2011-07-28 1:17 am [rajmalikdc](#) Try the KikScore Transparency & Confidence Badge Use the promo code SMALLBIZCHAT at [www.kikscore.com](http://www.kikscore.com) for 90 days FREE trial **#smallbizchat**

2011-07-28 1:17 am [SarahLCook](#) RT [@DigitalKaitlyn](#): The nxt time a clients ask "why bother w/ twitter?" I'll show them twitter chats like **#smallbizchat** < YES! **#smallbizchat**

2011-07-28 1:18 am [kirstenasimmons](#) RT [@BizFinanceForum](#): Afraid of finance? I can help (and make you laugh too)<-- Her laugh is infectious! :D **#smallbizchat**

2011-07-28 1:18 am [Lyceum](#) [@DigitalKaitlyn](#) Do you think that we use Google+ for chats in the future? It is funny how Twitter is like old IRC #channels.. **#smallbizchat**



2011-07-28 1:19 am [SarahLCook](#) [@Bigsky64](#) How do you make talk fusion work for you? **#smallbizchat**

2011-07-28 1:19 am [FishyFaceDesign](#) RT [@CJaneBe](#): Wow! Chats keep the brain neurons flashing! Great convo tonight, [@SweetieBerry](#). Thank you! **#SmallBizChat**

2011-07-28 1:19 am [eudorafoods](#) How so? I'm intrigued RT@Chris\_Eh\_Young: Testimonials are great but most people go about them wrong. **#smallbizchat**

2011-07-28 1:20 am [SarahLCook](#) [@zimanaanalytics](#) Thanks for the shout out! I appreciate you! **#SmallBizChat #RaisingCEOKids**

2011-07-28 1:21 am [MarcREnriquez](#) [@CareerTips2Go](#) Found this 4 you about the BBB right on [@KikScore's](#) blog: <http://j.mp/jOAaZj> (And I saw this on ABC news also) **#smallbizchat**

2011-07-28 1:21 am [DigitalKaitlyn](#) [@Lyceum](#) if G+ is done well it could hurt all other social media with their ability to tie in all of their tools, search & email **#smallbizchat**

2011-07-28 1:21 am [Lyceum](#) [@SarahLCook](#) I have used TalkFusion in the past. You create your own graphical profile, seasonal greetings, stats tracking. **#smallbizchat**

2011-07-28 1:22 am [Lyceum](#) [@DigitalKaitlyn](#) Yes, it will be interesting to follow the development. It is a bit of a learning curve. **#smallbizchat**

2011-07-28 1:23 am [KikScore](#) RT [@MarcREnriquez](#): [@CareerTips2Go](#) Found this 4 you about the BBB right on [@KikScore's](#) blog: <http://j.mp/jOAaZj> (And I saw this on ABC news also) **#smallbizchat**

2011-07-28 1:23 am [MarcREnriquez](#) Agree! RT [@SarahLCook](#): RT [@DigitalKaitlyn](#): The nxt time clients ask "y bother w/ twitter?" I'll show them **#smallbizchat** < YES!

2011-07-28 1:23 am [TaiGoodwin](#) [@BarryBirkett](#) YW Barry...thanks for being part of the convo you shared some great insights tonight **#smallbizchat**

2011-07-28 1:23 am [KikScore](#) [@MarcREnriquez](#) Thanks for finding that on our blog!!! Forgot we wrote that about BBB <http://j.mp/jOAaZj> **#smallbizchat**

2011-07-28 1:24 am [thehealthmaven](#) [@TaiGoodwin](#) [@BarryBirkett](#) yep, Bar is great & very supportive! **#SmallBizChat**

2011-07-28 1:24 am [SweetieBerry](#) Those silly guys...during **#SmallBizChat** they demolished 8 steaks and 24 mini ears...#teenboysvisiting

2011-07-28 1:25 am [DigitalKaitlyn](#) It seems similar to any other system but a bit simpler interface RT [@Lyceum](#): [@DigitalKaitlyn](#) It is a bit of a learning curve. **#smallbizchat**

2011-07-28 1:25 am [MarcREnriquez](#) Google -=] RT [@KikScore](#): [@MarcREnriquez](#) Thx 4 finding that on our blog!!! Forgot we wrote that re: BBB <http://j.mp/jOAaZj> **#smallbizchat**

2011-07-28 1:26 am [Lyceum](#) [@DigitalKaitlyn](#) The thing is that it is so integrated with other things, e.g. mail, documents, calendar, etc. **#smallbizchat**

2011-07-28 1:27 am [rajmalikdc](#) **#SmallBizChat** Highlights – Tips on How to Make Your SmallBiz Website Look Trustworthy & Credible <http://bit.ly/pf9V9U> at the [@kikscore](#) blog

2011-07-28 1:27 am [TaiGoodwin](#) [@smallbiztrends](#) Thanks for stopping by **#smallbizchat** tonight!

2011-07-28 1:28 am [KikScore](#) Really appreciate you joining! RT [@TaiGoodwin](#): [@smallbiztrends](#) Thanks for stopping by **#smallbizchat** tonight!

2011-07-28 1:28 am [MarcREnriquez](#) Testimonials = Trust 4 Satisfaction, Cart Seals = Trust 4 Data Safety, Blog = Trust 4 Expertise **#smallbizchat** Any1 care to add?

2011-07-28 1:28 am [shashib](#) RT [@KikScore](#): A11a My friend [@ShashiB](#) (the Swami) says go claim your Yelp profile! Unclaimed gives off msg dont care about customers **#smallbizchat**

2011-07-28 1:30 am [DigitalKaitlyn](#) I see what you mean but theyre all popular tools used by many RT [@Lyceum](#): [@DigitalKaitlyn](#) it is so integrated w/ other things  
**#smallbizchat**

2011-07-28 1:31 am [rajmalikdc](#) [@Lyceum](#) Shouldnt you be in bed? Its 3am there right?  
**#smallbizchat**

2011-07-28 1:33 am [Lyceum](#) [@rajmalikdc](#) Yes, I should take a nap soon. It is now 3:30 AM, Thursday. First another cup of tea and then sleep... ;) **#smallbizchat**

2011-07-28 1:34 am [Bigsky64](#) It is a perfect way to communicate with my clients. RT [@SarahLCook](#): [@Bigsky64](#) How do you make talk fusion work for you?  
**#smallbizchat**

2011-07-28 1:42 am [AubeVirtual](#) RT [@TaiGoodwin](#): A blog post with a more detailed Q & A with our guest comes out on Thursdays on [@Smallbizlady's](#) blog: <http://bit.ly/3x5Gm2> **#smallbizchat**

2011-07-28 1:42 am [Beverly\\_Davis](#) **#SmallBizChat** Highlights – Tips on How to Make Your SmallBiz Website Look Trustworthy & Credible. <http://bit.ly/rgtVRI>

2011-07-28 1:44 am [SweetieBerry](#) [@Anisa\\_Hajimumin](#) thank you so kindly for the retweet tonight  
**#smallbizchat**

2011-07-28 1:49 am [shashib](#) RT [@Beverly\\_Davis](#): **#SmallBizChat** Highlights – Tips on How to Make Your SmallBiz Website Look Trustworthy & Credible. <http://bit.ly/rgtVRI>

2011-07-28 1:49 am [BizIncubation](#) RT [@Beverly\\_Davis](#): **#SmallBizChat** Highlights – Tips on How to Make Your SmallBiz Website Look Trustworthy & Credible. <http://bit.ly/rgtVRI>

2011-07-28 1:51 am [DWebConversion](#) RT [@Beverly\\_Davis](#) **#SmallBizChat** Highlights – Tips on How to Make Your SmallBiz Website Look Trustworthy & Credible <http://t.co/z7Wbgvn>

2011-07-28 1:52 am [justcoachit](#) RT [@Beverly\\_Davis](#): **#SmallBizChat** Highlights – Tips on How to Make Your SmallBiz Website Look Trustworthy & Credible. <http://bit.ly/rgtVRI>

2011-07-28 1:57 am [1LovelyLilShop](#) So Bumped I missed the **#smallbizchat** tonight. :(