

MoneyOnlineers

MAKE MONEY ONLINE ACADEMY

Module 4 – Growing Your Online Income

Lesson 27: Building Trust Online

Workbook ID: MMOA-M4-L27

Student Information

Student Name: _____

Email: _____

Date Started: _____

Date Completed: _____

Instructor: _____

Welcome

This lesson explains how trust is built online and why credibility is one of the most valuable assets for long-term success.

Learning Objectives

- Understand why trust matters.
- Learn how to build credibility.
- Identify trust signals.
- Improve your online reputation.
- Prepare for Lesson 28.

Lesson Summary

People buy from, hire, and recommend individuals and businesses they trust. Honesty, consistency, quality work, testimonials, transparency, and professional communication all contribute to building trust online.

Knowledge Check

1. Why is trust important online?

2. Name three ways to build credibility.

3. How will you improve your online reputation?

Practical Exercise

- Use a professional profile photo
- Publish helpful content
- Collect testimonials
- Reply professionally
- Be transparent and honest

My Trust-Building Plan

The first trust signal I will improve:

How I will earn my audience's trust:

Action Plan

- Complete Lesson 27
- Improve one online profile
- Request one testimonial
- Publish one helpful resource
- Continue to Lesson 28

Reflection Journal

What does trust mean to you in an online business?

What action will you take today?

Homework

- Review your online profiles.
- Improve one trust signal.
- Prepare for Lesson 28.

Progress Tracker

- Lessons 1–27 Completed

Academy Progress: 27 / 40 Lessons

Next Lesson

Lesson 28: Creating Helpful Content

Certificate

This certifies that

has successfully completed Lesson 27: Building Trust Online.

Date: _____