

CREATOR TRUST CHECKLIST

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In a world where anyone can claim to be an expert, trust is the new currency. The good news: you can start building it in the next few minutes. Here are 3 hacks. The last one changes everything.

1 Audit Your First 5 Seconds

Before someone reads a single word of your pitch, they've already formed a judgment, usually within 5 seconds of landing on your profile, bio, or homepage.

Do this today: Open your website, LinkedIn, or main bio. Without scrolling or clicking anything, can a stranger immediately see your credentials, results, or proof of expertise? If not, move it up.

Why it works: People decide whether to keep reading, or keep scrolling past you, almost instantly.

The catch: this only makes your own claims more visible. It doesn't make them more believable.

2 Show Up Where You Can't Edit Yourself

Anything on your own website or profile is, by definition, self-reported. The next level of trust comes from places you don't fully control.

Do this today: Make sure you're listed and reviewed on at least one third-party platform: Google Business, LinkedIn Recommendations, or an industry directory. Ask a client or colleague to leave a review this week.

Why it works: A review living on a platform you don't control feels more credible than a testimonial on your own site.

The catch: most platforms have almost no verification bar. Anyone can get listed.

3 Get Verified with VanderMark

Here's the gap the first two hacks can't close: self-reported credibility and public reviews are still not independent verification.

That's what VanderMark does. Think of it like CarFax for creators and professionals; a trusted, independent report that follows you everywhere, to every platform or website. Wherever you want. But unlike CarFax, VanderMark doesn't publish a bad report. You either meet the standard and get verified, or you don't.

Do this today: Apply for your VM Number at vandermarkverification.com/apply. Once verified, your VM Number becomes a portable trust signal, one you can display everywhere you show up.

No risk! Full refund if you don't qualify.

Why it works: A number assigned by an independent third party says something your own words never can: someone else checked, and confirmed it's true.

★ BONUS: Your Advantage Is Right Now

Every trust signal has a shelf life. Right now, VanderMark verification is still rare enough to set you apart. That won't last forever. As more creators get verified, having a VM Number becomes the baseline expectation, not the differentiator.

Do this today: The advantage isn't just being verified. It's being verified early, while it still sets you apart.

QUICK RECAP

1. Make your credibility visible: audit your first 5 seconds
2. Borrow trust you don't control: get reviewed where you can't edit yourself
3. Get independently verified: apply for your VM Number at VanderMark

Bonus: Move now. The advantage fades as more people get verified

APPLY FOR VERIFICATION NOW

vandermarkverification.com/apply | vandermarkverification.com/contact/