

Trust Before Traffic

Make your message clearer, your profile more useful, and your conversations worth having.



01 FOUNDATION

Turn learning into a routine you can repeat.



02 IDENTITY

Make your point of view easier to recognize.



03 PROFILE

Give a visitor a clear reason to stay.



04 CONVERSION

Help someone choose a step that actually fits.

www.theauthorityshift.net/trust-before-traffic

Duane "Duey" Palen

Trust Before Traffic. People buy people.

START HERE

Attention has a job. Give it somewhere useful to land.

A practical starting guide for entrepreneurs building a personal brand online.

A post gets noticed. Somebody checks the profile. The bio says almost nothing. The latest posts could belong to anybody selling the same thing. More attention sends more people into that same confusing introduction.

The Authority Shift asks you to work on the person people meet: your habits, your voice, your first impression, and the way you respond. Each shift gives you a different job. Pick the job that needs attention, finish a useful change, and keep evidence of what you learned.

Duey's real talk

Looking busy is easy. Finishing something useful gives you a better reason to show up tomorrow.

How to use the workbook

- 01.** Read the four-shift map on the next page. Choose your starting area or use the existing 16-question assessment for direction.
- 02.** Complete the lesson and action sheet for that area. Test the change with a real person or a real task.
- 03.** Use the implementation plan and evidence log to decide what needs another pass. Explore a program only when it fits that need.

Type or print: Download this PDF before filling it in. Use a PDF reader that supports forms, save a copy, and reopen it to check that your first answer was retained. You can also print the sheets and write by hand.

Take the 16-question Find Your Shift Assessment

YOUR WORKING MAP

Four shifts. Four different jobs.

This quick check helps you choose a task; it is separate from the Find Your Shift Assessment.

Foundation Shift | Begin on page 04

Practice you can repeat

Ask yourself: What useful task do you keep putting off?

Identity Shift | Begin on page 06

A voice people can recognize

Ask yourself: Which belief can you explain in your own words?

Profile Shift | Begin on page 08

A clear first impression

Ask yourself: What would a new visitor know after a quick look?

Conversion Shift | Begin on page 10

A conversation with a fitting next step

Ask yourself: What did the other person actually ask for?

My starting shift and the specific task I will finish

01 / FOUNDATION SHIFT

A bought course is not a finished skill.

Give your learning a job, a time, and something you can show at the end.

Another lesson can feel like progress. Sometimes it is. The useful question is what you can do after the lesson that you could not do before it. Choose one skill connected to a real task, then give yourself a small practice session.

Illustrative example

Loose intention: "Learn content marketing."

Work you can finish: "Turn one beginner question into a post containing a usable example. Read it aloud and remove the parts I would never say."

Run one practice session

- 01.** Name the finished item: a clearer bio, a useful post, an answered question, or a checked link.
- 02.** Choose one lesson or reference that helps you complete that item. Write down where to resume before you close it.
- 03.** Spend a short session applying the lesson. Save the draft or result. Record the point where you got stuck.
- 04.** Use that stuck point to choose the next lesson. Let the work set the learning agenda.

Before you buy more help

Explain the task you need help completing. Then check whether the program teaches that task, whether the cost fits, and whether you have time to use it.

Finished means: a saved result and a next action you can name. "Watched three videos" can be part of the process; the applied result is the evidence.

FOUNDATION / ACTION SHEET

Build a routine that survives a normal week.

Keep the task small enough to repeat around the rest of your life.

The item I will finish in my next practice session

When I will work on it, how long I have, and where I will resume

The lesson or reference I need - and why this one fits

What I finished, what still needs work, and my next action

[Explore the Foundation Shift](#)

[Explore Home Business Academy](#)

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

02 / IDENTITY SHIFT

Your opinion needs more than a borrowed headline.

Make your message specific enough for someone to remember who said it.

A recognizable voice comes from details: what you notice, what you believe, how you explain it, and where you draw a line. Big claims and fashionable phrases tell a reader very little about you.

Illustrative example

Broad line: "I empower people to succeed online."

Clearer message: "I help new online entrepreneurs explain their work without hiding behind business buzzwords."

The second line names a person, a problem, and an approach.

Put a reason behind your message

- 01.** Write one belief about the work you do. Complete "I believe ___ because ___."
- 02.** Add an observation you can honestly support. Use something you actually noticed, tried, or learned.
- 03.** Show the reader one action that follows from that belief. A point of view becomes useful when someone can apply it.
- 04.** Read the paragraph aloud. Replace words you would never use in a conversation.

A useful boundary

Share experience you actually have. Label imagined situations as examples. If you are still learning something, say so and show the part you have tested.

Finished means: a clear message, a reason behind it, and one example in your natural language.

IDENTITY / ACTION SHEET

Give your message a backbone.

You need a position you can explain, not a performance you have to maintain.

The person I want to help and the situation I understand

I believe... because...

A real observation or experience I can use to explain that belief

My clearer message, written the way I would say it aloud

Explore the Identity Shift

Explore Branding YOUiversity / BYOU Unlimited

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

03 / PROFILE SHIFT

Make your introduction match your content.

Your cover, bio, pinned introduction, and recent posts should help a visitor make sense of you.

A visitor should not have to investigate your profile to discover what you help with. Start with a simple question: do the different parts introduce the same person and the same useful focus?

Illustrative example

Mismatch: A cover about confidence, a bio naming an unrelated offer, and five recent sales links.

Clearer introduction: A cover about explaining your business clearly, a bio naming new entrepreneurs, and a pinned post demonstrating a clearer message.

Do one alignment pass

- 01.** Open the parts of your profile a visitor can see. Write down the exact message in the cover, bio, and pinned introduction.
- 02.** Check your last five visible posts. Do they give a reader something useful to learn about you or your approach?
- 03.** Choose the part creating the most confusion. Change that part first; save the before and after.
- 04.** Ask someone unfamiliar with your business: "Who do I seem to help, and what would you expect me to post about?" Use their answer to check your work.

Make the next step easy

Choose a fitting first action. In the TAS ecosystem, the assessment is the recommended starting point; the Profile Blueprint and Coffee With Duey offer other ways to begin.

Finished means: one visible improvement, a tested link, and feedback from someone who did not help write the profile.

PROFILE / ACTION SHEET

Make trust easier to see.

Use the full Profile Blueprint when you want a deeper profile audit and implementation path.

What my cover, bio, and pinned introduction currently communicate

The one part I will improve and the new wording or change

What a new visitor said - in their actual words

The next-step link I checked and what opened when I clicked

Get the TAS Facebook Profile Blueprint

Watch the free Profile Profit Formula video

04 / CONVERSION SHIFT

Answer the question before reaching for the offer.

The next step should come from what the person needs.

A question is an opening to understand someone. Start with the words they used. Find out where they are stuck, give help you can actually give, and explain a resource when it fits. Buying is one possible next step; doing a useful task can be another.

Illustrative conversation

They say: "I never know what to write in my bio."

You ask: "Which part is hardest: describing who you help, naming the problem, or keeping it short?"

They say: "Who I help."

You respond: "Describe the person asking you the same question repeatedly. Start there, and we can make the sentence clearer."

Find the fit

- 01.** Answer the original question or ask one clarifying question. Let them respond.
- 02.** Suggest an action matched to their answer. Check whether it helps them move forward.
- 03.** If a resource fits, explain why and ask whether they want the link. Be clear about any cost and affiliate relationship.
- 04.** If they want a follow-up, agree on what you are checking and when. A silence or a decline is a reason to stop pushing.

Finished means: a better understanding of the problem and a next step the other person chose.

CONVERSION / ACTION SHEET

Write the question you need to ask.

Use this for an actual conversation. Keep private details out of your notes.

The person's original question or concern

The one question I will ask to understand the sticking point

The useful action I can suggest before recommending a purchase

The fitting next step and any follow-up they agreed to

Explore the Conversion Shift

Explore Conversions Class

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

TEACH BY SHOWING

Turn your work into something a reader can use.

A small demonstration gives your message substance.

You have made a change. Now explain the part someone else can apply. Use a real result from your own work or a clearly labeled practice example. Tell readers what changed and why. Keep the claim matched to the evidence.

Illustrative teaching post

"Here is a practice bio: 'Helping people win.' It leaves the reader guessing. Try 'I help new online entrepreneurs explain their first offer in plain English.' We added the person and the job. Look at your own bio: which of those two parts is missing?"

Build your example

- 01.** Choose one item: a bio sentence, a post opening, a repeated task, or a question in a conversation.
- 02.** Show the starting version and the improved version. Explain one change the reader can repeat.
- 03.** Close with an action or a question that follows from the lesson. A resource invitation belongs where it adds a useful next step.

My starting example and the specific change

The action a reader can complete after seeing my example

PROGRAMS / FOUNDATION AND IDENTITY

Match the support to the work.

You can complete this workbook without purchasing a program.

Foundation Shift / Home Business Academy

Look here when you need structured support with business fundamentals, habits, skills, systems, or the tools supporting your work. Start by naming the task you need help completing.

[Visit the TAS Foundation Shift page](#)

[Explore Home Business Academy](#)

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

Identity Shift / Branding YOUNiversity

Look here when your message, personal brand, or natural voice needs more work. BYOU Unlimited is the resource featured on the current TAS Identity Shift page.

[Visit the TAS Identity Shift page](#)

[Explore BYOU Unlimited](#)

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

Make a considered choice

Review the current curriculum, access terms, and pricing on the provider's page. Decide whether you can use the resource for the task in front of you.

PROGRAMS / PROFILE AND CONVERSION

Work on the problem you actually found.

Use the free profile resources before deciding whether a paid tool fits.

Profile Shift / Profile Profit Formula

Start with the TAS Profile Blueprint and the free Profile Profit Formula video for your profile work. The current TAS page also links to Social Prospector Pro as an optional paid tool.

[Visit the TAS Profile Shift page](#)

[Watch the free Profile Profit Formula video](#)

[Explore optional Social Prospector Pro](#)

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

Conversion Shift / Conversions Class

Look here when you need structured help connecting your positioning, content, and conversations to an appropriate next step. Review the provider's current details before purchasing.

[Visit the TAS Conversion Shift page](#)

[Explore Conversions Class](#)

Affiliate link: Duey may earn a commission if you purchase through this link, at no additional cost to you.

TAS / CHOOSE YOUR STARTING POINT

Your next step should make sense to you.

The assessment is the recommended starting point. Choose another resource when its job fits better.

Need direction? Find Your Shift Assessment

Use the existing 16-question assessment to help identify the area that deserves your attention next. Bring that focus back to the action sheets in this workbook.

[Take the 16-question assessment](#)

Working on your profile? Profile Blueprint

Use the full TAS Facebook Profile Blueprint for a deeper audit, clearer first impression, and a more detailed implementation path.

[Get the Profile Blueprint](#)

Want to keep learning together? Coffee With Duey

Join the Facebook group for practical teaching and honest conversations about trust, personal branding, and the person behind the promotion.

[Visit Coffee With Duey](#)

Keep the purpose clear

Complete a useful change, then choose support that helps you continue. You do not have to follow every link.

IMPLEMENTATION / YOUR FIRST WEEK

A week of finished work.

Use these as seven work sessions. Move the dates to fit your schedule.

SESSION 01 / Choose your starting point

Pick the shift and the change you want to make. Use the assessment if you need direction.

SESSION 02 / Put learning to work

Finish one practice task. Save the result and note the stuck point.

SESSION 03 / Clarify your message

Write a belief with a reason and a real example. Read the wording aloud.

SESSION 04 / Improve the first impression

Change one confusing part of your profile. Check the public view and click the next-step link.

SESSION 05 / Prepare a useful conversation

Write one clarifying question and one fitting action. Use them when a relevant conversation occurs.

SESSION 06 / Publish something useful

Share one example or lesson from the work. Reply to the actual questions it raises.

SESSION 07 / Review the evidence

Read the feedback and your notes. Choose the task needing another pass.

If a session slips

Resume with the next unfinished item. Adjust the workload until the routine is realistic.

EVIDENCE LOG

Write down what changed.

Likes can be interesting. Specific feedback tells you what someone understood.

Record the visible work: a revised message, a saved example, a tested link, or a conversation handled differently. Record responses separately. A clearer bio is evidence of a change; it is not evidence that sales increased.

Date, starting version, and the change I made

What someone understood, asked, or still found confusing

What the response suggests - and what I still do not know

The next test or improvement I will make

FINISH / KEEP THE WORK HONEST

Leave with something you can show.

Small changes become useful when you apply them and keep learning.

- ☐ I finished a real task rather than only collecting more advice.
- ☐ I can explain my message and give a reason behind it.
- ☐ My profile introduces the same person my content does.
- ☐ I clicked the link I expect a visitor to use.
- ☐ My teaching includes an example or action a reader can apply.
- ☐ My next-step recommendation follows the other person's need.
- ☐ I kept honest evidence of the work and the feedback.

My next priority and the date I will work on it

A final word from Duey

Give people something useful to recognize you for. Keep showing up as the person who does that work. Trust has a better chance to grow when your words and your actions agree.

Get more TAS resources

Original TAS writing, exercises, and examples. Created for Duane "Duey" Palen. Program names identify their respective providers. Provider links reflect the TAS website on October 1, 2026.