

How to Build Trust Without Big Budgets: 25 Point Self-Audit

25 point operator self-audit • modonix.com
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How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Proof And Reviews

- 1 ☐ Do you have a written process to request a review after every order?
- 2 ☐ Can you show at least one verifiable review to a prospect right now?
- 3 ☐ Have you identified why satisfied buyers are not leaving reviews unprompted?
- 4 ☐ Do you track review count against total completed orders monthly?
- 5 ☐ Have you built alternative proof like testimonials or photos into your pitch?

First Contact

- 6 ☐ Do you share your portfolio, rates, and policies before being asked?
- 7 ☐ Can a stranger verify your business identity within one minute of contact?
- 8 ☐ Do you have a ready answer for why a stranger should trust you?
- 9 ☐ Have you removed pushy or overly friendly language from your sales scripts?
- 10 ☐ Do you disclose your track record even when it is short or thin?

Visibility And Consistency

- 11 ☐ Have you posted content on a fixed schedule for the past month straight?
- 12 ☐ Do you have a plan for the weeks when engagement drops to zero?
- 13 ☐ Can customers find activity on your channels dated within the last two weeks?
- 14 ☐ Have you set a minimum posting cadence you will not fall below?
- 15 ☐ Do you measure reach against accounts your own size, not large brands?

Budget Reality

- 16 ☐ Have you budgeted real weekly hours for trust building, not just money?
- 17 ☐ Do you know your hourly cost of manual outreach and relationship work?
- 18 ☐ Have you priced specialist help against what your business can afford?
- 19 ☐ Does your written marketing budget still hold after first contact with reality?
- 20 ☐ Have you calculated the time cost of running multiple brands under one roof?

Operational Transparency

- 21 ☐ Does your business have a live, working website right now?
- 22 ☐ Do you state delivery timelines you can beat, not just meet?
- 23 ☐ Is your pricing visible without requiring a call to obtain it?
- 24 ☐ Have you clarified which brand or line each customer is actually dealing with?
- 25 ☐ Do you have a written policy for what happens when a promise slips?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com