

# Build Trust With Your SaaS Customers, A Checklist

*This is an extra resource to go along with the original article:  
[Here's Why Your Customers Don't Trust You, And How to Fix It](#)*

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- ☐ Onboard Your Customers
  - ☐ Send out a series of emails to your new customer to introduce them to your product.
  - ☐ Follow up with a personalized email where you offer guidance to your new customer.
- ☐ Make Communication a Top Priority
  - ☐ Reach out to customers consistently via your email newsletters.
  - ☐ Encourage customers to respond to your emails with their problems, concerns, or questions.
- ☐ Use Social Proof
  - ☐ Incorporate testimonials on your website.
  - ☐ Conduct and share case studies.
  - ☐ Link to video interviews you've conducted with your customers.
- ☐ Be Reachable
  - ☐ Teach your customers how to contact you.
  - ☐ Create a robust knowledge base to share with your customers.
  - ☐ Make sure you provide a quick response to your customers.
- ☐ Continue to Educate Your Customers
  - ☐ Create informative blog posts.
  - ☐ Write an email course and send it to your current customers.
  - ☐ Create webinars to explain certain aspects or features of your service.
- ☐ Continue to Invest in Your Current Customers
- ☐ Develop a loyalty program that rewards customers for sticking around.