



SPEAKER · AUTHOR · GUEST EXPERT

# Andrew Colsky

Attorney · ADA Mediator · Licensed Mental Health Clinician



Be-Picked.com

*There is a moment before every professional relationship begins, when someone is frightened and reaches for a search bar. Andrew calls it **left of trust**, and whoever shows up there wins the client.*

Simon Sinek asked why professionals do what they do. Andrew's work asks the other half of the question: **why clients actually hire them**. Drawing on three decades as a trial attorney, mediator, and mental health clinician, he shows audiences why **comfort, not competence, is the real currency of getting chosen**.

## TALKS THAT MOVE AN AUDIENCE

- 01 **The Comfort Gap.** The distance between being found and being trusted, and how to close it before the first call.
- 02 **Why Credibility Beats Marketing.** How professionals become the obvious choice before anyone picks up the phone.
- 03 **The Psychology of Trust.** What contact-comfort research reveals about why clients hire who they hire.
- 04 **Content as Credibility Infrastructure.** Why the right content, not more content, builds lasting authority.
- 05 **The One Truth Every Professional Misses.** Credentials get you considered. They do not get you chosen.
- 06 **Trust Is the Conclusion.** How small signals compound into a reputation people find everywhere.

## WHAT AUDIENCES WALK AWAY WITH

- Why comfort, not competence, decides who gets hired
- What happens in a client's mind before they make contact
- How trust becomes the inevitable conclusion, not a hard sell
- Why the language of fear matters more than any credential

## WHAT HOSTS AND GUESTS SAY

★★★★★

*"Andrew asks questions that get to the core of the topics, the juicy parts that turn into real, actionable strategies. A masterful listener."*

**Jesper Sandell**  
Consultant

★★★★★

*"This is such a great concept. So many professionals are trying to break into a space, and this approach will help them for sure."*

**A.B. Puls**  
Professional services

★★★★★

*"A fantastic chat with Andrew. Down to earth and honest. He makes it easy to speak openly, and the conversation felt natural and real."*

**Anna Baker**  
Business professional

NEW BOOK · SEPTEMBER 15, 2026

**Left of Trust:** Get Chosen Before the First Conversation · Pre-order on Amazon

BOOK ANDREW

● [academy.be-picked.com/andrew-colsky](https://academy.be-picked.com/andrew-colsky)

[info@be-picked.com](mailto:info@be-picked.com)