

Andrew Colsky

Six conversations that move an audience



Be-Picked.com

Six signature talks with **ready-to-ask questions** hosts can lift straight into their prep.

01 The Comfort Gap

The hidden distance between a prospect finding you and trusting you enough to hire you, and how to close it before the first call.

ASK ANDREW

- What is the comfort gap, and why don't most qualified professionals know it's costing them clients?
- How do you start closing it before a prospect ever reaches out?
- What's the most common mistake experts make when they try to build trust?

03 The Psychology of Trust

How Harlow's research on contact comfort explains why clients hire who they hire, and what solo practitioners can do with that today.

ASK ANDREW

- Lab monkeys and a law practice seem worlds apart. How are they connected?
- What does attachment science tell us about how clients actually choose?
- Is trust something you earn, or something you signal?

05 The One Truth Every Professional Misses

Credentials get you considered. They do not get you chosen. The science-backed truth that reorganizes how clients make hiring decisions.

ASK ANDREW

- If credentials only get you considered, what actually gets you chosen?
- What's the single shift that changes how a professional thinks about getting hired?
- Why do less-qualified people so often win the client?

02 Why Credibility Beats Marketing

The shift from chasing leads to becoming the obvious choice, before someone even picks up the phone.

ASK ANDREW

- What's the real difference between marketing yourself and building credibility?
- Why do you say the best clients decide before they ever make contact?
- For someone who hates self-promotion, where do they begin?

04 Content as Credibility Infrastructure

Why publishing the right content, not more content, systematically positions a professional as the trusted expert in their niche.

ASK ANDREW

- You say it's the right content, not more content. What's the difference?
- What does credibility infrastructure look like for a solo professional?
- How do you know if your content is building trust or just adding noise?

06 Trust Is the Conclusion

Every piece of content is a single unit of comfort, placed where frightened people search. Build a library and you become the name they find everywhere.

ASK ANDREW

- What do you mean when you call trust the conclusion?
- How do small units of comfort compound over time?
- What can a listener do this week to start becoming the name people find?