



The Human-Premium Trust Protocol

Create a "moat" around the business that
AI cannot replicate.

Introduction

In an ocean of AI-generated content (slop), "Human" is the new premium. Trust is the scarcest asset. This protocol ensures your clients know they are dealing with experts, not algorithms.

The Human-Premium Trust Protocol

STRATEGY 1

The "Founder-Led" Video Standard

Text can be faked. Video cannot.

The Protocol: Every core service page must feature a 60-90 second video of the founder or lead expert explaining why they do this work.

Why: It proves a human exists behind the brand and establishes immediate subconscious trust (facial recognition, voice intonation).

STRATEGY 2

The Data Sovereignty Pledge

Clients are terrified their data is being fed into public AI models.

The Protocol: Add a specific clause to your contracts and website footer: "We do not train public AI models on your proprietary data."

Why: This is a competitive advantage against cheaper, automated competitors.

STRATEGY 3

Contrarian Experience (The "Anti-AI" Content)

AI models are trained on the "average" of the internet. They output consensus.

The Protocol: Publish one piece of content per month that challenges industry best practices based on your specific failures or wins.

Example: "Why 'Best Practice X' Failed for Our Client (And What We Did Instead)." AI cannot write about your specific client experiences.

STRATEGY 4

Offline Proof of Work

Digital assets are becoming less trustworthy. Physical assets are premium.

The Protocol: Showcase photos of physical workshops, printed books, handshakes with clients, or office whiteboards.

Why: These are "un-fakeable" proof-of-life signals.

STRATEGY 5

Concierge Onboarding

Do not automate the first interaction.

The Protocol: The first touchpoint after a sale must be a personal email or video message (Loom), not a generic "Welcome" sequence.

Why: It signals high-touch luxury in an era of automation.

The Human-Premium Checklist

- Video on "About" page.
- "No-Training" Data Clause published.
- One "Contrarian" article published this month.
- "Offline" photos added to the website.
- Personalized onboarding step implemented.