

Social Proof

T Y P E S

(Not an exhaustive list)



Q U O T E S A B O U T T H E M

Clients are describing their transformations, their wins and their results. It's all about the fact that thanks to you (which is often implied), their life has improved in some way.



Q U O T E S A B O U T Y O U

These are character witness quotes. They are primarily describing specific characteristics about you as a person to work with, and detailing the experience of working with you.

[insert LOGO here]

A U T H O R I T Y B U I L D E R S

This is basically name dropping. You are telling everyone that you got featured somewhere notable for your industry, or that you have had clients who are noteworthy. Trust building by association.



Y O U R N U M B E R S

Your likes, follows, subscribers, video views, comments, shares, number of reviews, even recent sales, etc. All the public numbers that tell other people how many others have already been here.



C L I E N T S T O R I E S

These are longer narratives that really show the before & after of working with your business. They can be told from your clients perspective or told in 3rd person with supporting words from your clients.