

THE MONSTER LIST OF MARKETING PROOF ELEMENTS

- 1. TEST DATA**
Back up your claims with empirical proof
- 2. CHARTS & GRAPHS**
Provide a visual representation of data
- 3. SPECIFICITY**
Specific details drive higher response rates in advertising
- 4. COMPARISONS**
Make it easier to evaluate features and specifications
- 5. SCIENTIFIC STUDIES**
Add weight to your arguments with supporting data
- 6. RESEARCH FINDINGS**
Report on relevant in-house or external research
- 7. UNIQUE MECHANISM**
Reveal the inner workings of how you deliver greater value
- 8. REASONS WHY**
Give multiple reasons to boost believability
- 9. LOGICAL ARGUMENT**
Engage the buyer's logical brain to make a watertight case
- 10. SPECIALISATION**
Prospects believe specialists get better results - and they're usually right
- 11. THIRD-PARTY VERIFICATIONS**
What you say about yourself is not as believable as what others say about you
- 12. TRUST SEALS**
Provide reassurance that the customer is protected
- 13. CERTIFICATIONS**
Provide proof you're qualified, approved or licensed to do what you do
- 14. CONTACT INFORMATION**
Adds a "we're a real business" factor
- 15. INFOGRAPHICS & VISUALISATIONS**
Demonstrate content depth with rich graphics
- 16. "BEFORES AND AFTERS"**
Use contrast to show progress over time
- 17. CASE STUDIES**
Detail how others have succeeded with your solutions
- 18. TESTIMONIALS**
Include stories from customers about their experience and results
- 19. DEMONSTRATIONS**
Don't just tell them - show them!
- 20. CLIENT LIST**
Tell them who else you've worked with
- 21. SOCIAL MEDIA PROOF**
Show them how popular you are on social media channels
- 22. SOCIAL PROOF**
Communicate what others say, think and do around you
- 23. PRODUCT REVIEWS**
Leverage trusted review platforms
- 24. PR AND MEDIA EXPOSURE**
Reproduce what other media channels have said about you
- 25. VALUABLE CONTENT**
Useful content provides direct proof of your expertise
- 26. CREDIBLE PHOTOS**
Quality imagery boosts customer perception
- 27. ASSOCIATION TO CREDIBILITY**
Latch on to something the prospect already trusts
- 28. QUOTE AN AUTHORITY**
Invoke an authority figure to back up your case
- 29. AWARDS WON**
Tell the world about your accolades
- 30. FOUNDER OR TEAM PHOTO**
Put a human face to the people behind your company
- 31. CELEBRITY ENDORSEMENTS**
Transfer credibility, likeability and respect from a celebrity to you
- 32. GUARANTEES**
Add substance to your claims by backing your performance
- 33. THE SINATRA TEST**
"If I can make it there, I'll make it anywhere." Use one "mega-example" to blow away skepticism
- 34. REVERSE PROOF**
Make the prospect qualify themselves to you
- 35. ADMITTING A FAULT**
Tell them what you can't do and they'll believe what you can do
- 36. METAPHOR OR ANALOGY**
Use "word pictures" to illustrate your claims
- 37. DON'T EXAGGERATE**
Hype kills believability. Be enthusiastic, but don't overdo it
- 38. DOG WHISTLE LANGUAGE**
Use the same jargon and "code words" your market uses
- 39. TAKEAWAY LANGUAGE**
Tell them why they can't have it... and they'll want it more
- 40. HUMAN STORY**
Dimensionalise facts with engaging stories
- 41. ORIGIN STORY**
Convey your history, pedigree and raison d'être
- 42. EMPATHY**
Feel what they feel

LEFT BRAIN
(QUANTITATIVE)

RIGHT BRAIN
(QUALITATIVE)