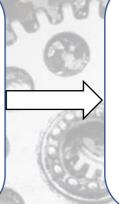
Mind Map 3 – Social Proof.

(1) Social Proof is about strengthening your position as an authority or leader within your industry.



(2) Social Proof increases peoples confidence in you and what you offer or provide.



(3) Social Proof can be utilised in several formats.

(8) Videos for Recommendations or Testimonials provide a stronger impact.

(7) Testimonials, Recommendations, Case Studies.

(6) Case Studies, a paper describing, an problem experienced by your niche industry, a solution provided by you, the results achieved, & a client testimonial.

(9) Endorsements of your Skills on LinkedIn.

(10)Guarantees (Risk Reversal) when correctly structured and written.

(11) Verifiable results achieved by previous clients / customers.

(12) Social Proof is regarded as one of the stronger business development strategies to use online.

(4) **Endorsements from** industry experts.

(5)**Interviews or Podcasts** with Industry experts that are then posted on your website, in your

blogs, on Social Media & Youtube etc.

