

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



23. PRODUCT REVIEWS
Leverage trusted review platforms



24. PR AND MEDIA EXPOSURE
Reproduce what other media channels have said about you



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



25. VALUABLE CONTENT
Useful content provides direct proof of your expertise



26. CREDIBLE PHOTOS
Quality imagery boosts customer perception



7. UNIQUE MECHANISM
Reveal the inner workings of how you deliver greater value



8. REASONS WHY
Give multiple reasons to boost believability



27. ASSOCIATION TO CREDIBILITY
Latch on to something the prospect already trusts



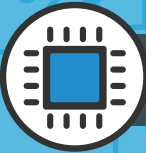
28. QUOTE AN AUTHORITY
Invoke an authority figure to back up your case



29. AWARDS WON
Tell the world about your accolades



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



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



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



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



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



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



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



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



18. TESTIMONIALS
Include stories from customers about their experience and results



19. DEMONSTRATIONS
Don't just tell them - show them!



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



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



41. ORIGIN STORY
Convey your history, pedigree and raison d'être



42. EMPATHY
Feel what they feel



LEFT BRAIN
(QUANTITATIVE)

RIGHT BRAIN
(QUALITATIVE)