

# The Power of Social Proof

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A Weekly Essential for Coaches

Skills Lab Workshop

# Why Social Proof Matters for Coaches

## Definition

"Social proof is a psychological phenomenon where people look to the actions and behaviours of others to determine their own, especially when uncertain."

## Impact on Conversion

Testimonials can increase conversion rates by up to 34%, with 92% of consumers reading reviews before making a purchase decision.

## Uncertainty Reduction

Coaching clients face high uncertainty about outcomes. Social proof provides reassurance that your methods work for people like them.

## Trust Building

Regular social proof establishes credibility and builds trust in an industry where personal connection is essential.

**Consumer Behaviour: Reading Reviews**



# Cialdini's 7 Principles of Influence

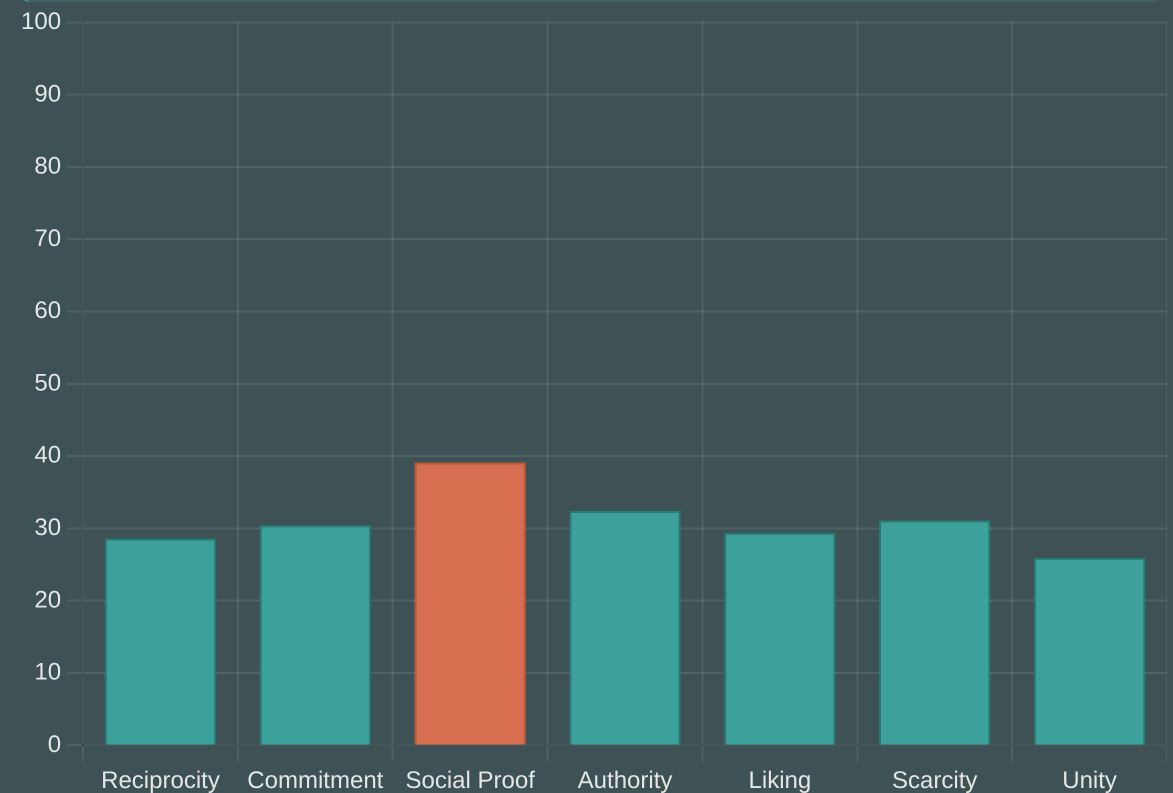
- 1 Reciprocity**  
People feel obliged to give back when they receive something
- 2 Commitment & Consistency**  
People align with their clear commitments
- 3 Social Proof**  
People look to others' actions to determine their own
- 4 Authority**  
People follow credible, knowledgeable experts
- 5 Liking**  
People prefer to say yes to those they know and like
- 6 Scarcity**  
People want things more when they are less available
- 7 Unity**  
People are influenced by those they consider part of their group

## Social Proof in Action

"Especially when they are uncertain, people will look to the actions and behaviours of others to determine their own."

**Hotel Towel Study:** When guests were told that 75% of people who stayed in their specific room reused towels, compliance increased by 33%.

**Key Insight:** "Rather than relying on our own ability to persuade others, we can point to what many others are already doing, especially many similar others."



# Google's Messy Middle Study

## What is the Messy Middle?

"A complex space between triggers and purchase, where customers are won and lost."

## Two Mental Modes

**Exploration** - An expansive activity (looking for information)

**Evaluation** - A reductive activity (weighing options)

## Six Cognitive Biases

☰ Category Heuristics - Short descriptions simplify decisions

🕒 Power of Now - Longer wait times weaken propositions

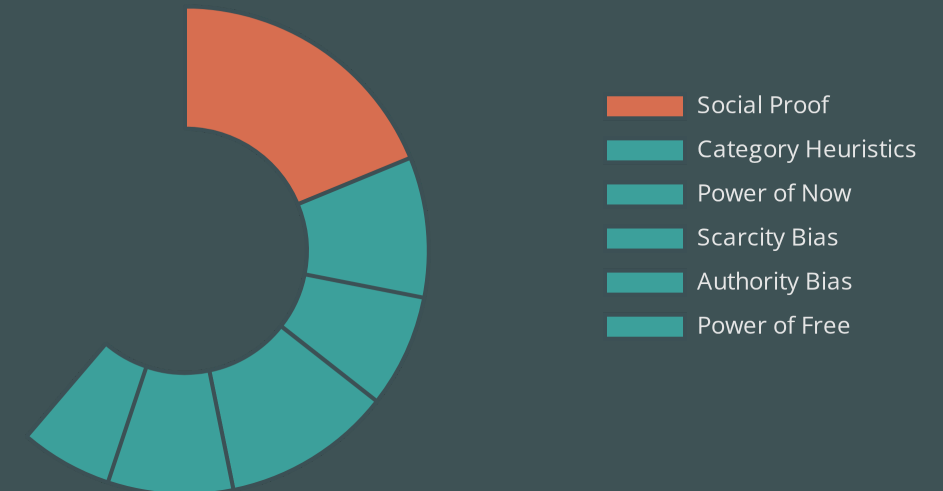
👤 **Social Proof - Recommendations and reviews are very persuasive**

⌚ Scarcity Bias - Decreased availability increases desirability

👤 Authority Bias - Being swayed by experts or trusted sources

📺 Power of Free - Free gifts can be powerful motivators

## Impact of Cognitive Biases in the Messy Middle



## Key Research Findings

- Even fictional brands won 28% preference when supercharged with social proof
- Social proof is one of the most powerful biases in the evaluation phase
- Coaches can win clients in the messy middle by strategically using social proof

## Marketing Implications

1. Ensure brand presence during exploration
2. Use social proof strategically during evaluation
3. Close the gap between trigger and purchase

# Social Proof Formats for Coaches



## Images

Before/after transformations, clients in action, screenshots of results, and visual progress indicators. Powerful for immediate impact.



## Text Testimonials

Written reviews, direct quotes, DM screenshots, and email feedback. Most versatile format that works across all platforms.



## Video Testimonials

Client interviews, video reviews, recorded Zoom calls, and transformation stories. Highest trust factor due to authenticity.



## Voice Notes/Audio

Voice messages, podcast interviews, and audio testimonials. Conveys emotion and enthusiasm while being less intimidating than video.



# Content Repurposing Strategy

## 1 Start with Long-Form Email

Create a comprehensive client case study using the STAN framework. Include detailed story, quotes, and specific results. This becomes your content foundation.

## 2 Break into Carousel Case Study

Extract key elements from email into 5-10 slides. Each slide should focus on one aspect: problem, turning point, process, results, and testimonial quote.

## 3 Convert to Static Post

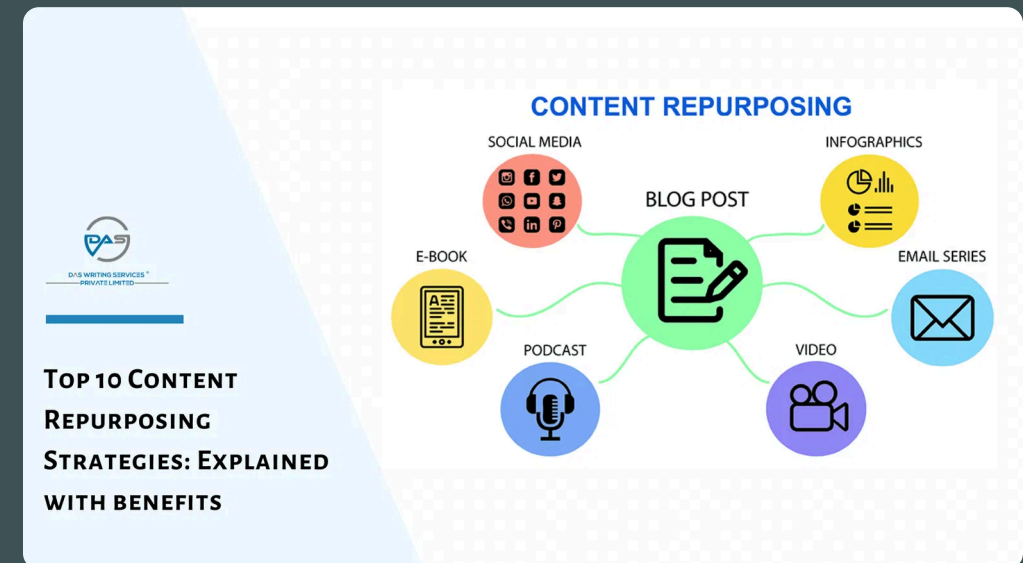
Condense carousel into a single impactful post with the most compelling elements. Focus on the transformation and include a strong CTA.

## 4 Use Across Stories

Break down into 1-5 stories maximum. Start with core problem/frustration, lead into proof, and end with clear CTA.

### Frequency Reminder

Share social proof minimum 2x weekly for maximum impact. Consistency builds credibility over time.



# The STAN Framework for Compelling Stories

## S - Shit Storm

Describe the client's struggles, challenges, and pain points before working with you.

## T - Turning Point

The moment they realised something needed to change and why they chose you.

## A - Ascension

The journey of improvement, challenges overcome, and progress made with your coaching.

## N - New Life

The transformation and new reality they're living thanks to your coaching.



## The Trojan Horse Testimonial

Start with a relatable topic that hooks your audience:

"Most people say they want to lose weight. But they don't really care about the number on the scale."

Then introduce your client story using STAN: "For Susan, that 'small thing' was crossing her legs..."

“ The more your readers relate to your clients, the more likely they'll believe they can achieve the same results. ”

# Daily CTA Builder with Social Proof

## Step 1

### List Your Core Promises

Create a list of all the core promises your coaching delivers. For example: help clients lose weight while enjoying favourite foods, provide accountability systems that work.

## Step 2

### Connect Content to Relevant Promise

For each post, ask: "Which of my core promises does this content relate to?" This gives clear direction about what specific part of your coaching to emphasize.

## Step 3

### Create the Pivot (1-3 sentences)

Connect your content to the pitch with phrases like: "Which is why inside [program], my clients [core promise]" or "My client [name] is a perfect example of this..."

## Step 4

### Make the Ask (3-Step CTA)

1. Future pace for the reader 2. Tell them what to do next 3. Tell them what happens after they take action

## Example CTA with Social Proof

*"And not only do I not recommend you to cut out carbs...*

*It's a cardinal sin inside 'Strength Strikers' to avoid carbs.*

*They've played a crucial role in guys like Jake hitting a 10kg PB on his deadlift after just 3 weeks of working together.*

*But we have a very specific Carb Protocol inside Strength Strikers that bypasses sluggishness altogether.*

*And if you'd like to find out more about how Jake hit a 10kg PB by strategically slamming Haribo, pasta and bagels...*

*Drop me a message*

## Enhanced CTA Elements:

- **Social Proof:** Reference to Jake's success
- **Unique Mechanism:** Specific Carb Protocol
- **Knowledge Gap:** Highlighting what they don't know
- **Service Preview:** Insight into coaching approach



# Implementation Plan: 2x Weekly

## 📅 Frequency Strategy

- Minimum 2x weekly social proof content
- Alternate between different formats (images, text, video, audio)
- Spread throughout the week (e.g., Tuesday and Friday)
- Batch create content monthly to maintain consistency

## 📅 Content Calendar Template

Week 1:

- Tuesday: Long-form email case study
- Friday: Carousel version of the same case study

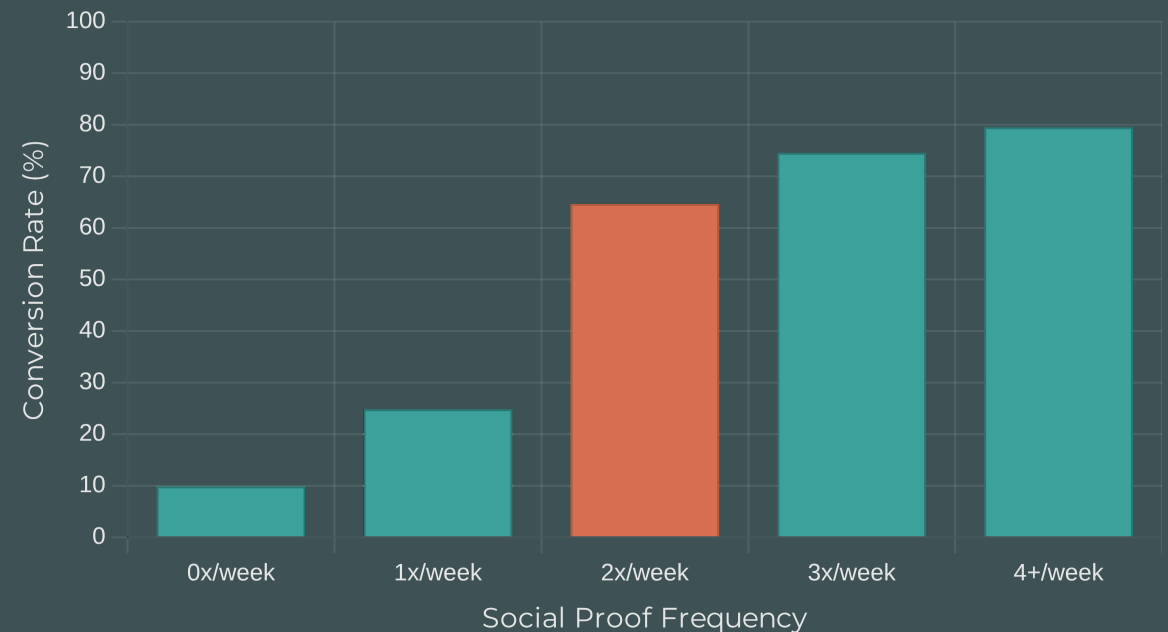
Week 2:

- Tuesday: Static post version
- Friday: Stories breakdown (1-5 stories)

### Key Success Factors

- Consistency trumps perfection
- Focus on real results, not just testimonials
- Use the STAN framework for all client stories
- Always include a clear CTA with every social proof

Impact of Social Proof Frequency on Conversion



## 🧰 Tools for Collecting Social Proof

### Client Check-in Forms



Add specific questions about progress and results to weekly check-ins

### Testimonial Request Emails



Automated emails at key milestones asking for specific feedback

### Progress Photo System



Structured process for collecting before/after images with permission

### Video Testimonial Guide



Simple instructions for clients to record effective video testimonials

# Key Takeaways & Resources

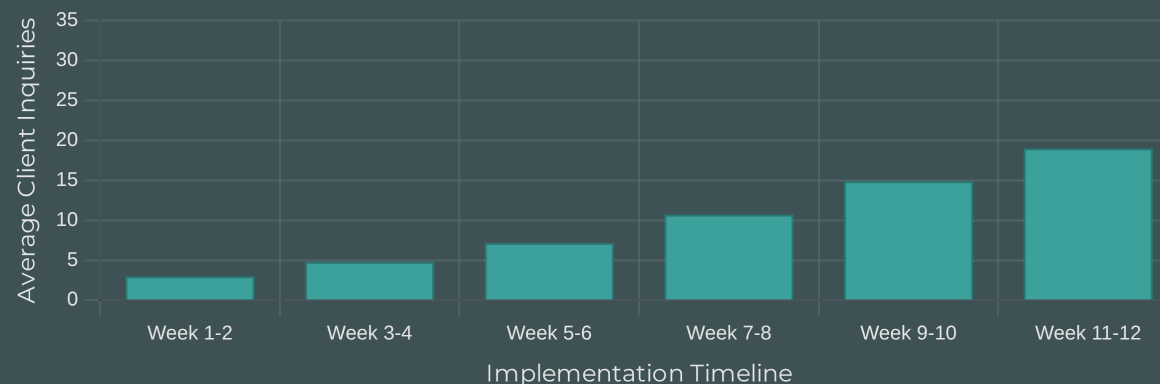
## Key Takeaways

- ✓ Social proof is a critical principle of influence that reduces uncertainty for potential coaching clients
- ✓ Share social proof at least 2x weekly using a variety of formats (images, text, video, audio)
- ✓ Use the STAN framework to create compelling client stories that connect emotionally
- ✓ Repurpose content strategically: start with long-form, then break down into carousel, static post, and stories
- ✓ Weave social proof naturally into your CTAs using the 4-step Daily CTA Builder

### Contact Information

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Impact of Consistent Social Proof (2x Weekly)



## Recommended Resources



### Instagram Stories Flow Example for Coaches

A comprehensive approach to using proof in stories



### High-Converting Email Templates for Social Proof

4 high converting flows and structures to get you started



### Social Proof Coach Bot

Specifically built tool to produce proof content and stories



### Build Lego House CTA Framework

Strategic framework for building compelling calls-to-action