

Social proof and stories

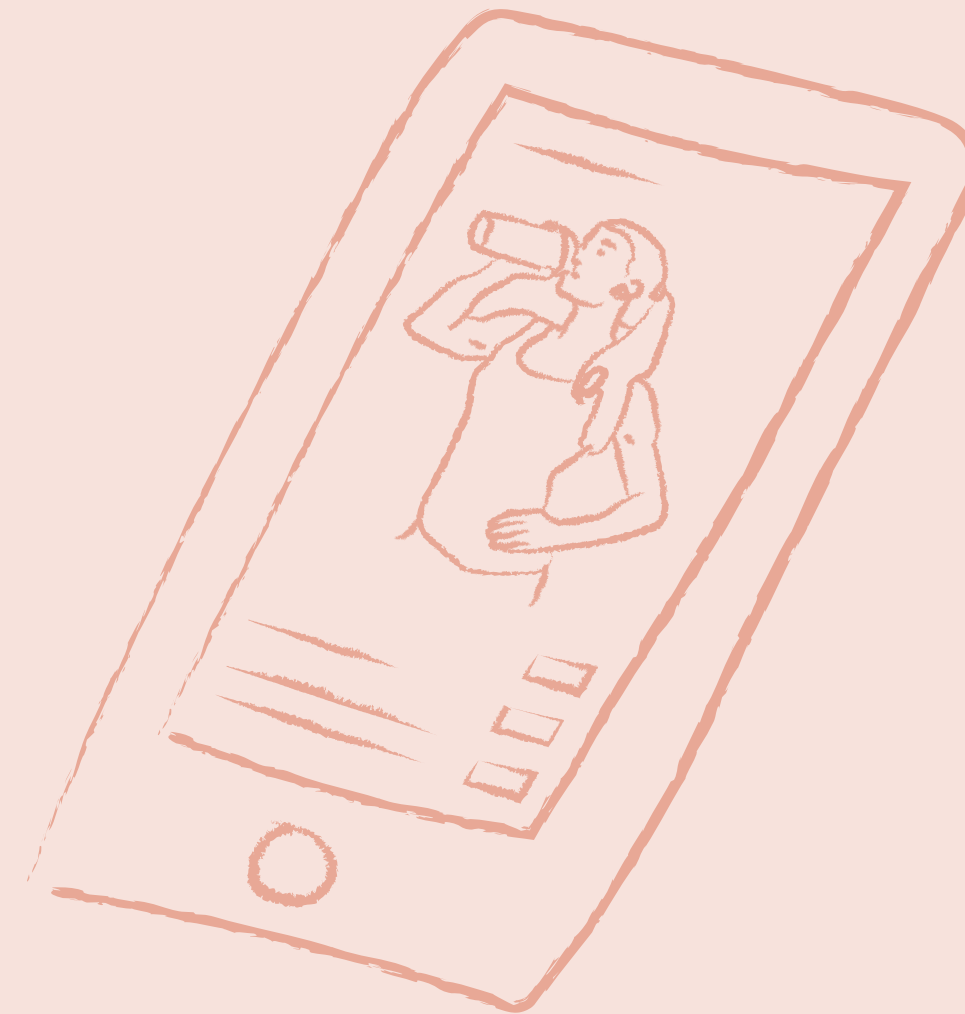
A simple structure for showcasing
what you do via stories and
converting more clients in the process



THIS IS NOTHING NEW

It's just not done as effectively as it could be

By regularly talking about your clients and how you help them. You'll gain more in the process.



The four examples

Each one provides an opportunity to showcase what you do and give people a chance to find out more.

01

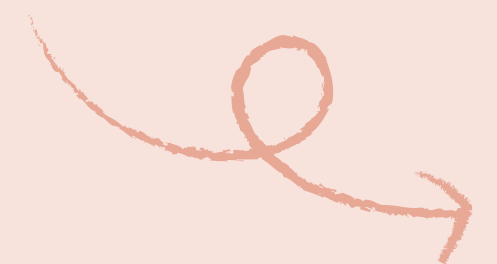
SOCIAL PROOF

Your bread and butter but here's a way to show this more effectively.

02

RECENT CALL

Going over a recent client call or group call is an excellent way to showcase your work.



The four examples

Each one provides an opportunity to showcase what you do and give people a chance to find out more.

03

CONSULTATION

You can and should use consultation calls as social proof.

04

RECENT TRAINING

And time you deliver a new training or a live call you have proof to show your audience.

Social proof

Talking through the story is more powerful than just the image, quote or message.

To recognise that I love eating and feeling strong AF;
To realise that I no longer live in a space where I am driven by the need to be as small or as quiet as possible?

Yeah. That was pretty frickin' cool 😊

Let me know at least one WIN for this week.

This week my win is pushing myself harder in the gym than I have before and meeting (and sometimes beating) the targets you set for me.



Recently I have been helping a client {name} who was struggling with {obstacle/problem}.

Before this they had felt {insert feeling/frustration} because {expand on frustration}.

After we'd worked together for {timeframe} {client} was able to {solution} from us focusing on {method for solution}.

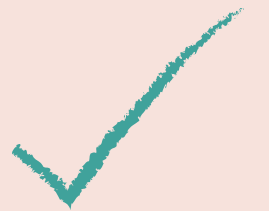
This made them feel {outcome}.

Does this sound familiar?

This can be you too. Ready to {insert outcome/desire}?

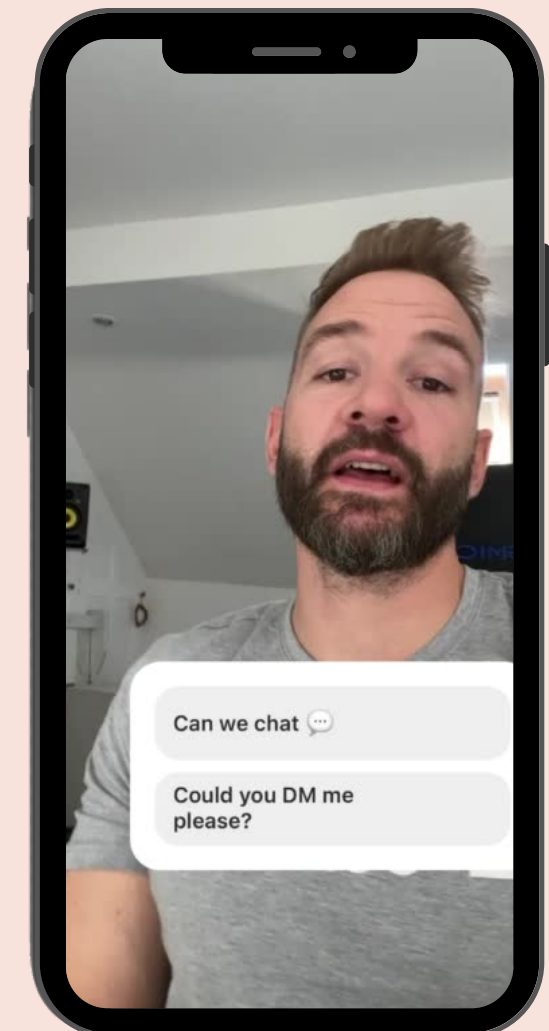
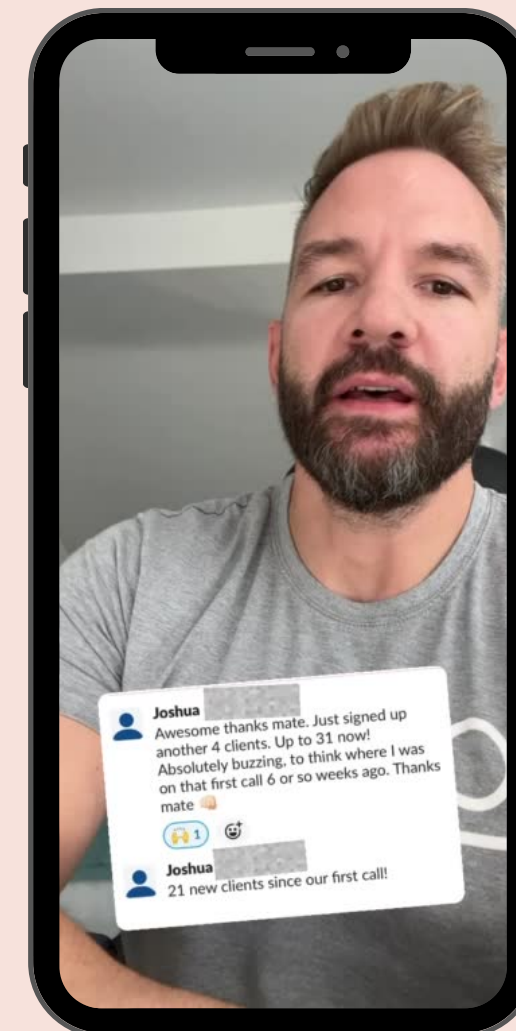
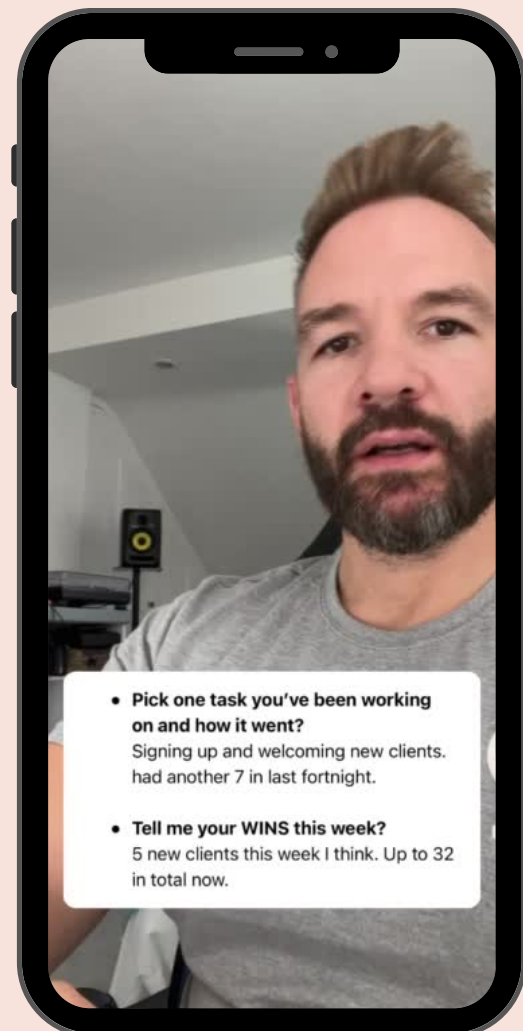
Send me a DM or {click the link/tap the poll/drop a question in the box}

I'll be in contact and can't wait to help you.



Social proof

Talking through the story is more powerful than just the image, quote or message.



Recent call

Using a recent client call to go over how you helped a client overcome an obstacle.

I had a call the other day with my client {name} who was frustrated because {insert obstacle/problem}.

On the call, they told me this had led to them feeling {insert feeling/frustration} because {expand on frustration}.

After digging into this a little more I explained {why this wasn't true/not right}.

And we agreed on the plan of action moving forwards.

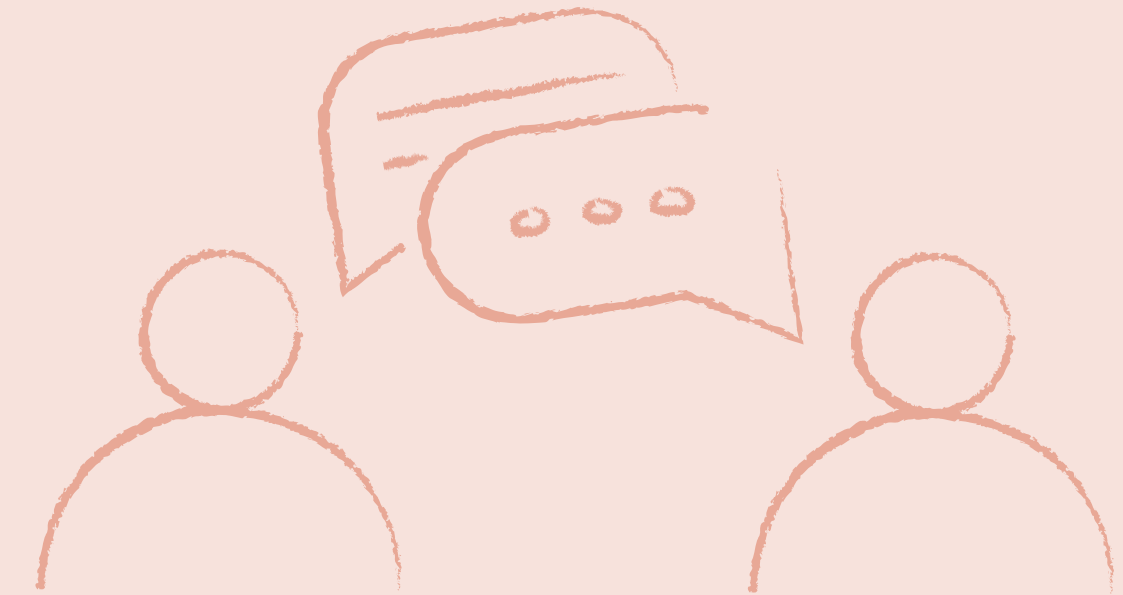
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Consultation

Describe how on the call you broke down a common myth or belief.

I had a call the other day with a man/woman who was struggling with {insert obstacle/problem}.

On the call, they told me this had led to them feeling {insert feeling/frustration} because {expand on frustration}.

After digging into this a little more I explained {why this wasn't true/not right}.

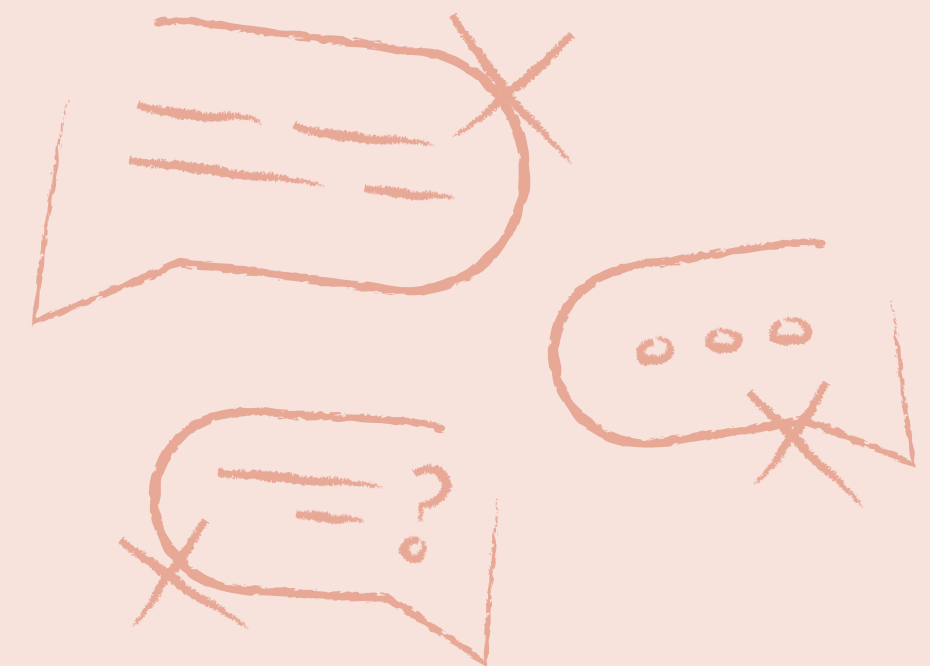
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Recent training

Explain what a recent client training or live was about and how it helped.

The other day I delivered a live/brand new training to my clients on {topic}.

After the training, I had a question on {topic} and how this had led them to feel {pain/frustration}.

After digging into this a little more I explained {why this wasn't true/not right}.

And here's what they could do to solve it.

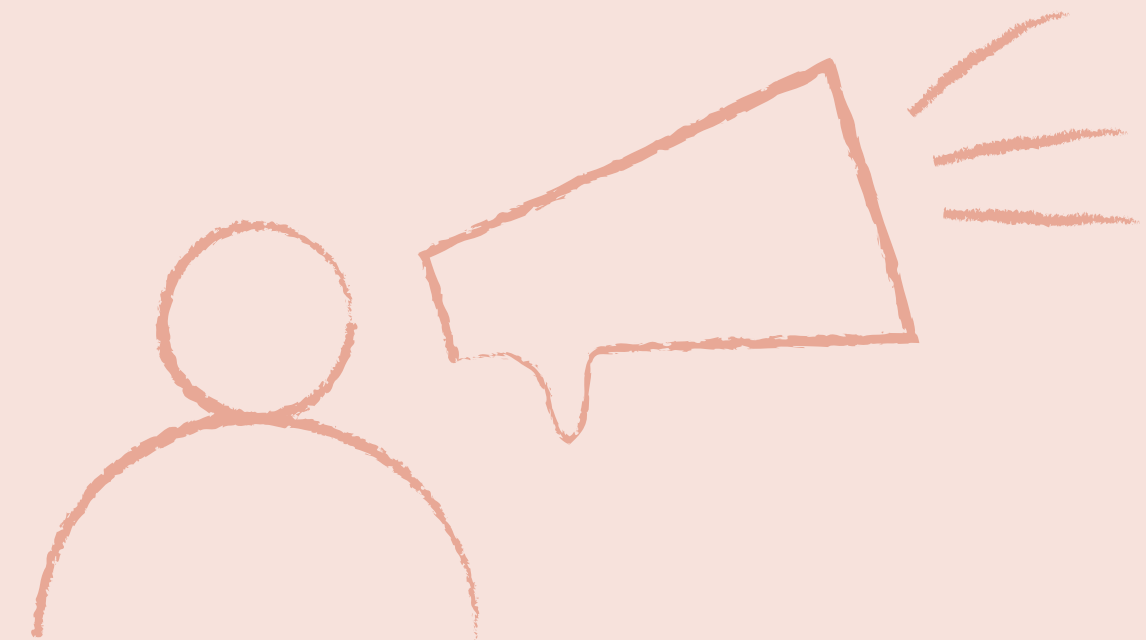
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Actions

- Commit to doing three each week and monitor feedback
- Mix up the CTA and test these out
- You can also test them out in written

[Link to access the Script Document](#)

