



## **ServeNoMaster 086: 7 Ways to Use Proof to Get the Sale**

**Subtitle:** The Easiest Way to Turbocharge Your Sales Letters

### **Key Takeaways:**

- [1:11] - Proof is critical in your sales message.
- [1:30] - Two beliefs in copywriting:
  - (1) Order is important than actual words.
  - (2) Proof is the highlight of your message.
- [2:08] - Types of Proof: (1) Case Studies or Customer Success Story shows how customers bought your products and benefited from them.
  - [2:34] - The customer should talk about your product's real benefit to them.
  - [2:46] - Case studies follow the journey of a project.
  - [2:57] - You are the one who writes the case study.
- [3:01] - Types of Proof: (2) Testimonial is a feedback that the client writes about how great you are.
  - [3:12] - Testimonials should give more detail about the customer's interaction with you.
  - [3:49] - You can ask key questions to get the testimonials you want.
  - [4:27] - A great testimonial is one who talks about the client's journey.
  - [5:08] - Show the real parts including the bad ones and how it became good.
  - [5:24] - Asking someone to write a testimonial is worthless unless it's a natural feedback.
- [5:54] - (3) "As Seen On" makes people want to buy from you even if it doesn't really prove anything.
  - [6:32] - Use press logos that people recognize and respond to.
- [7:33] - (4) Social Shares provides social proof but you need to have the huge numbers.
  - [8:30] - Facebook comments are a double-edged sword.
  - [10:13] - Number of followers also measure your social proof.
  - [10:34] - Showing pictures of actual people who approve of your work is powerful.
- [11:03] - (5) Research studies is important for physical products like health products.
  - [12:32] - Understand how studies work. It should not be generic but specific to your product.
- [13:43] - (6) Final Results like pictures of before/after or paychecks of increased income are powerful.
  - [14:38] - Do not overpromise.
  - [15:38] - You can actively seek out proof without massaging the results.
  - [16:08] - The correct order and having great proofs is 80% of your sales message.
  - [17:10] - Integrity is a big part of your proof.
- [17:26] - (7) Allowing your leads to talk to an existing customer can be the final seal to the deal.
  - [17:37] - Be careful of any tire kickers who will only hassle your customers.
- [18:10] - You can increase your value as a copywriter if you can provide the proof.
- [18:38] - As a copywriter, you can provide an opportunity for products who don't have testimonials yet.

**Resources** - <http://epicbeat.epictions.com/>

**Sponsor ConvertKit** – <https://servenomaster.com/convertkit>

