

The High Ticket Freedom Formula

29 Ways To Add Proof

Proof is super, super important when it comes to making sales.

Here are 29 ways you can sprinkle it throughout your marketing ;)

#1: Test Data

If you've done any form of testing as a way to prove your product works, this would be a perfect source of proof. A great example is if you own a nutritional supplement and you had it tested in a lab.

You could include a copy of this report in your marketing to prove to your future customers they should believe you.

If you're a marketing consultant, you could include results from tweaks you've made to your client's sales funnels or you could include the results of any split test you've run. Don't be afraid to include both negative and positive results. This shows your human plus it gives your clients a chance to learn what not to do.

#2: Visualization

Ever hear a picture is worth a thousand words?

You can use a variety of graphics, images and infographics to instantly explain what you're selling and gain trust.

The easier it is for someone can make the connection between what you do or sell, to how it benefit them, the faster you can sell them.

Examples you can use are infographics, images with text, and pictures. You want to use these tools to demonstrate how your thing or service works. Or you can use them to overcome an objection.

#3: Specificity

People love details. So give them what they want.

The more specific you can be with everything you put in front of your client or customer the more they are going to trust you. Why? No one likes when you're vague.

Ways to add more specificity include...

- Exact numbers

- Specific details
- Brevity, statistics
- Facts
- Basically anything you can come up with to paint a clear picture!

#4: Comparison

This is a great way to display your benefits.

One way to compare is to make two lists and put the top 10 benefits/features of your product or service one side. Then use the other column to compare these features to what your competition offers.

You can also use charts and graphs to illustrate why it's a better choice to buy from you.

#5: Scientific Research and Study

Here's one marketing secret you should never, ever forget.

ALWAYS PROVE YOUR CLAIMS!

The best way to do that is to use research studies, trials and any other fact-checking study method to prove what you're saying is true.

Bottom line – every claim you make should be backed up by proof.

#6: Unique Mechanism

People love a surprise and they want to know what they're getting from you will solve their problem in a special way.

This means you must explain what your product or service offers that is **different** from everyone else. Most of the time this is usually right under your nose.

In fact, there is a story about a beer company who hired a famous marketer to help them improve their sales. After doing some careful research the marketer figured out that none of the competition was talking about how the beer was actually made.

So in their advertising they explained the details of the water they used, how they steamed each bottle multiple times before the beer went in, how thoroughly they cleaned their tanks, and other specific details about their process for creating beer.

They went from #10 to #1 in a 6 month period!

The funny part is, EVERY other beer company made their beer the same way! They just never fully

explained the process. So go and figure out what your “secret formula” is. And don’t forget to look at the competition for ideas.

#7: Reason Why

Kids are great at this game. Ever try to explain something to a kid he doesn’t understand? He usually keeps asking **WHY** until you literally have nothing else to say.

Your customers also want to know **WHY**.

If you’re having a sale, you’ll have way more success if you give them a reason.

Your reason can be anything... as long as it’s believable. So it might not be a good idea to tell them you’re having a sale to raise money to buy a space ship to go find your family who was abducted by aliens.

A better way would be to offer a year-end sale, a sale right before you’re about make a major upgrade, or a sale around a holiday (Christmas, etc.)

I just recently ran a promotion for a client and went “full transparent” on them. We told them how we were going to use the revenue from the sale to fund new hires in his business, which would therefore benefit the customer.

He made roughly \$115k in a week, from a list of about 10,000 people.

The point of using a solid reason to convince people to buy from you is to frame it in a way so it seems like they are doing you a favor. If you do, you’re automatically taking the pressure off and their fear of being taken advantage of starts to fade.

#8: Logic

People never buy for the same reason. One person might buy based on price. Another might buy based on convenience. So on and so forth.

The best way to get a prospect to **YES** is to include logic **and** emotion to your sales arguments.

Think about the last time you bought a car. What emotions went through your head?

Did you want to feel the wind through your hair? Did you need to make your other half happy?

Did you just need something to get you from point A to point B?

Whatever you **FELT** is probably not the only reason you bought the car you did. Your decision was likely **ALSO** based on something like price, gas mileage, how many miles were on the vehicle, if it was new or used, etc.

The point here is this...

Resonate, build trust, and sell your prospect on the IDEA using emotion... **then help them JUSTIFY the sale with logic.**

#9: Specialization

If you don't specialize, you're missing out on a massive source of revenue.

Think about it for a second, doesn't a heart surgeon get paid more than general physician? Of course they do and for a good reason.

They solve one specific need and people are naturally drawn to the expert who specializes in one specific area.

If you want to run Facebook ads, would you choose a media buyer or someone who knows Facebook like the back of their hand?

Obviously it's the second option.

If you want to start raising your fees, becoming a specialist is a great way. This is something we talked about in module #1.

And don't worry... you won't lose business due to lack of customers. Sometimes things move slower at first, because you have a smaller audience, but you'll quickly gain a name for yourself in that industry as you become the "go to" expert in it.

10: Third Party Verification

People will never believe what you say about yourself as much as they will what others say about you.

How do you take advantage of this and add it to your marketing mix?

Start by putting together of any review or rating site you or your product has been mentioned on.

A great example are consultants who have been featured on major news sources like Fox News or CNN.

The smart ones use these famous logos on their site to further stack on the proof. See if you can dig up any outside sources so you can do the same. It can be anything from a well known source you've consulted with. If you have a physical product you can also do this

#11: Trust Seal

People want to believe you especially when they land on your order page. Adding a trust seal is an extra element that puts your buyer's mind at ease.

Try adding little things like credit card symbols, secure shopping cart seals, or Better Business Bureau

seals close to the order button right before someone is asked to make their final purchasing decision.

#12: Certificates

If you've completed any kind of special training, including a copy of the certificate can also raise your level of credibility.

By putting these on display you can further demonstrate that you know what you're talking about. When they see your "credential" you build confidence in their minds which solves many questions they might have rolling around in their head.

For example, when you walk into a lawyer or psychologists office, the first thing you notice is a wall covered in certificates.

Don't you feel more compelled to work with them if you see a large amount of certificates (or in this case, diplomas, which fall under the same category)? It makes you feel like they take their profession seriously.

#13: Real Company Status

When people are making a purchase they want to feel like they can reach out and talk to a real person at any time.

To make them feel more comfortable and trust you, showing them you're a real company goes a long way.

To build more credibility, include your physical address, a real email address, (not a yahoo or gmail account), and a working phone number. Easy peasy!

(FYI: Every split-test I've seen for this has shown that it increases conversions)

#14: Case Studies and Testimonials

This is probably **THE MOST POWERFUL** weapon in your marketing tool kit.

One good testimonial from the right person be worth its weight in gold. Ask your customers about their experience and have them get specific about what they like the most. Ask them if they would recommend you and why. Get details on how their life was BEFORE, and AFTER, you helped them.

And if they have a good story, make sure they tell it!

For example I'm working with a client now selling a "beauty mask". We have several stories/case studies of customers who used the mask without their customer knowing. What's funny is their husbands actually confronted them and argued with them because they thought they were going for expensive Botox treatments!

As a marketer, I had an ear-to-ear grin when I saw those stories :)

The point is, be on a constant search for new case studies and testimonials to use in your marketing.

#15: Client List

Have you worked with and “celebrity” or well know clients in your industry?

If so, these are definitely **must-haves** in your marketing arsenal.

Think about it... would you rather work with a company that has Apple, IBM, Dell as clients or Joe the plumber, Larry the tire guy, or Gilly’s pet shop?

You automatically believe the company with the tall credentials is more professional and can give you a bigger result.

This is the same thing your current and future clients are thinking.

#16: Social Media Proof

People love to go where there’s a crowd.

So if you have a large following on a social media platform like Facebook, Twitter, or any other, think of creative ways you can get these numbers in front of your audience without being a nuisance.

For example, if I’m looking at two seemingly identical businesses and one has 93,000 Facebook followers and the other had 12 followers, I’m probably unconsciously going to be drawn to the one with the bigger number.

This one is not super important (some of these other strategies will show better results), but if you do have a well established presence, take full advantage of it.

#17: Social Proof and the Media

Social Proof is when other people including the media are talking about you in a positive way. They usually refer to you as an expert so this is an extremely powerful way to cement your status in the minds of your customers.

To get started, think of all the places you or your company has been mentioned in the media. Then add them to your site and mention them strategically in your email communications.

By adding social proof to your site you are boosting your credibility and making it easier for people to business for you.

#18: Product Review

Another great way to get future customer to know, like and trust you is through the feedback of your current and past customers.

By adding a mechanism to your site so your customers so they can leave a rating or review you can give people landing on your site a reason to trust you without meeting you first.

A large number of reviews can also persuade others, as well as well-written positive reviews.

AMAZON is the best example here. The single biggest factor in having a successful Amazon listing is the number of 4 & 5 star reviews. I know it's what I look for first when I'm shopping there!

*(*Cough* which is nearly every day *cough*)*

#19. Demonstration

Remember the phrase... “But wait there’s more”?

This was an extremely popular “deal sealer” in the infomercial world.

If you can demonstrate your skills or products so your potential customers **can see themselves using them successfully** before they have to spend any money, you break down their anxiety.

Ways you can demonstrate yourself are webinars, video sales letters, and simple video presentations.

To get started, don't worry to much about the quality of your videos. The most important part is that you clearly explain the effectiveness of your product or service.

Couple quick ideas here...

- **Info Products** – Videos showing the inside of the membership, or of customers enjoying the end result of your information
- **Services** – Videos of you interacting with clients, or of them enjoying the end result of your service

#20: Photos

“A picture is worth a thousand words”

Every single picture you put on our site represents an image of who you are as a company. What if you were more strategic in how you presented yourself to your visitors?

For example, if you're selling to a younger millennial crowd and your spokesperson is a silver-haired gentleman in his 70s or 80s, there's an instant disconnect.

A better way would be to study your target audience then carefully pick and choose the photos which best fit the trusted advisors who those people buy from.

Make sure your photos match the expectations of your market.

#21: Association

Ever hear, “You are who you hang out with?”

Let me give you a quick example...

If I put a picture of me sitting in a Ferrari, people are going to automatically think I’m successful.

Or if I have a picture next to someone like Richard Branson, or Daymond John, or Bill Gates (famous entrepreneurs), you associate working with me as having more credibility.

You can do the same by digging up any “proof” where your business or yourself has been associated with authorities inside and outside of your industry. It doesn’t have to be “mega stars” either. It can simply be someone in your industry that your customers look up to or respect.

*Note: You can also do this by **interviewing** experts in your industry.*

#22: Awards

This is one pretty straight forward. If you’ve won any special awards for achievement in business, or for “best personal trainer in XX area, or anything else, let your customers know!

It’s just one more weapon in your persuasion arsenal.

#23: Humanization

People want to know they’re working with a real person. One of the best way to relate to people on personal level is by sharing events and things that are happening in your personal life.

In your emails, you can take about purchasing a new car then wrap a story around salesmanship, persuasion, or just about anything else.

Or you could use something funny your dog did. It could be something as simple as you and him at the lake or in the backyard. Then you wrap some sort of important lesson around it that’s related to your business.

I personally use my kids and wife in a lot of my stories because most people can relate to families, because that’s what my “persona” is (family man), and because one of my core philosophies is building your business for freedom, so you can spend more time with your family.

It therefore automatically attracts people with the same values and beliefs.

You can get as personal as you’d like. The more vulnerable you are, the better, however, do whatever you’re most comfortable with.

#24: Celebrity Endorsement

This social element is closely related to social proof trigger, #21 “Association”.

If you can find a celebrity to **endorse** your product or service, your believability factor can go through the roof. Your customers are thinking, is so-and-so has famous person X as their spokesperson, they must be “a big deal.”

But here’s the thing... it’s a lot easier than you think to hire a celebrity. You don’t need a Michael Jordan level celebrity to have a dramatic impact.

The best way to hire them is simply to type in “hire a celebrity” in Google. There are a bazillion websites that can help you do it. It’s super easy, and affordable as well!

(And while I’ve never done this myself, I’ve heard that conversions typically increase by somewhere between 20% - 40% by doing this. You can even put in a clause paying them less upfront, but with a bigger bonus, if conversions increase past a certain percent. Get creative!)

#25: Guaranteed Results

The guarantee is your way of taking the pressure of anyone who wants to do business with you.

When someone can test your product or service knowing they can get their money back if something goes wrong, they are much more likely to purchase from you.

What sounds better...

1. Give us \$1,000 to get our product. Period. End of story. If you don’t like it, sucks for you!
2. Give us \$1,000 to get our product. You have a fully 90 days to test it out, and get even better results than you’re hoping for. If it doesn’t do EVERYTHING we’re claiming, I insist you ask for a full, 100% refund. Plus you can keep it!

The answer is pretty clear ;)

You’ll be creating your guarantee before moving to module #3, so make sure you go do that now if you haven’t already.

#26: Take Away Selling

This trigger is like using Kryptonite against superman.

It’s that powerful!

Two ways of doing a “take away” are:

1. Showing the person making the buying decision that you’re not needy and you’re fine if they do

business with your or not. This is commonly used in services by talking about how picky you are with choosing clients (and btw, it should be true).

2. The sensation of missing out – I don't know what it is, but people hate missing out. A common way to do this online is with the XX hour deadline. When you set up a special promotion either on your site or via email and you tell potential buyers, “you have the next XX hours to join” it's been proven over and over that you'll make more sales. A LOT more sales.

The only caveat is, you must follow up. If you try to fake this, you'll instantly lose credibility and they'll probably never trust you again.

#27: Damaging Admissions

This can be a stumbling block for a lot of people, but it works like crazy!

A damaging admission is when you admit a weakness in your product/service, but then show the customer/client why that weakness is really a strength.

For example you can say “Look, I realize we can only take on 4 new clients per month, which means a lot of people will either need to wait, or find someone else. However, working with only 4 clients per month means we're able to go REALLY deep with you to make sure that when you work with us, you get the result you want.”

See how that works? It sounds like a bad thing at first, but you flip it into a positive selling point.

Take a hard look at what you offer compared to your competitors and see what you can do here. It works VERY well ;)

#28: Empathy

This trigger is simple... **People want to know you understand them.**

When you're empathetic during business transactions, people feel an instant connection.

They want to feel you understand their problems on a personal level. For instance, if you've never fought through the internal struggle of being overweight, you don't know what that person thinks and feels every time they step in front of the mirror.

So if you start shouting at them like a drill sergeant, they'll more than likely close up because they don't feel like you understand.

But if you can “emotionally” wrap your arm around their shoulder and convey you know what's it like to be addicted to food or that you've suffered just as much as they have in some way, they'll be more open to listening to you.

How do you show empathy?

You must research and understand your audience better than they know themselves. A great place to get

started is by reading through amazon book and product reviews related to your industry.

(Note: Guys, practice this with your wife/girlfriend! It's life-changing. Trust me ;)

#29: Using Stories

Nothing is more powerful at killing objections than a well crafted story. When done the right way, they can seem like they carry “magical powers” which helps your clients happily open their wallet.

Great example...

I recently found out that Matthew Mchanahey was the spokesman for a brand of bourbon called Wild Turkey. I'd heard of Wild Turkey before, but never tried it.

I watched a 6-7 minute documentary of Wild Turkey. Matt told us their origin story, walked the reader through their distillery and talked with the founders, and basically, told their story.

I immediately went out and bought a bottle (and several since).

100% because of the incredible story. I feel connected with them now. It sounds silly, but it's true.

Humans crave connection, so give it to them!

Here are two great “story” examples:

[Dollar Beard Club](#)

[Dollar Shave Club](#)

We've covered a lot during this report. The point of it is to make sure you're sprinkling these proof points throughout each piece of your marketing. Go back and make a list of proof points that apply to you specifically, and git 'er done!