



The goal of social proof is to position yourself as an authority on your topic of expertise. There are many ways to do this in the offline space.

CAPTURE THE FULL BREADTH OF YOUR EXPERTISE & EXPERIENCE

- Total # of years
- Total # of hours
- Degrees
- Certifications
- Organizations you've worked with, worked for, and impacted
- Countries and continents you've worked across
- Projects you've led
- Research you've done
- Total # of people impacted by your work

THE PROCESS

YEARS:

How many total years of professional experience do you bring to your work? Be sure to include ALL of it, even time spent as an employee.

(Hint: Let's say you are now a leadership coach. You would want to count all the years you spent as an employee because you no doubt bring that experience of working for both good and bad bosses to the table. Likewise, you would want to count all the years that you yourself spent managing other people.)

HOURS:

How many total number of hours have you been doing "your thing" (in any way, shape, or form — and including from any side of the table)?

How many total years of experience do you have in specific key areas, industries, fields, professions, etc.?

DEGREES/CERTIFICATIONS:

List ALL include any special trainings you've had as well

ORGANIZATIONS YOU'VE WORKED WITH, FOR, AND IMPACTED:

What companies, brands and organizations have you worked for as...

- an employee
- an independent contractor (bench member)
- a business owner
- a board member
- a volunteer
- or any other capacity

(Tip: Be sure to capture ALL company names and organizations. Even if you cannot mention certain brands by name in printed materials, you CAN say things such as, “I’ve worked with 10 of the FORTUNE 500 companies” or “I’ve worked with more than 25 leading not-for-profits.”)

COUNTRIES/CONTINENTS

Where have you lived or worked?

(Tip: Include the countries where employees or business owners have benefited from your expertise. For example, if you delivered an online training program to a company that had employees participate from Hong Kong, then include Hong Kong in your list.)

PROJECTS:

Counting all of your webinars, teleconferences, online trainings, client projects and engagements, speaking engagements, and any and all other ways that you have delivered your expertise — including presentations that you gave while you were an employee working for a company — how many people in the world have been impacted by your knowledge/expertise?

(Do your best to estimate this.)

RESEARCH:

What interesting, successful, and/or groundbreaking projects have you led or contributed to?

(Tip: Be sure to think about your time as an employee, as a business owner, as a volunteer, and as a “bench” member for other small business owners.)

What proprietary or first-hand research have you done?

(Tip: Include here not only official research projects, but also if you have done insights interviews, executive roundtables, etc.)

TOTAL # IMPACTED:

What size teams have you led and/or managed? (Don't forget project teams!)

What size budgets have you managed?

What size companies have you built or managed in a "past life"?

What else from your professional background are you not currently staking ownership over in your marketing materials today?

BONUS TIP: If you are struggling to decide whether or not you should include something in the above, ask yourself these three simple questions:

1. Did I learn something valuable in that experience/situation that in any way benefits my clients?
2. Does that experience/situation give me valuable life insight that benefits my clients?
3. Does anything from that experience/situation make me who I am today, shape how I show up in the world and/or influence how I approach my work?

If the answer is YES to one or more of those questions, then YES, you should include it. Because when clients work with us, they are benefiting from the full scope of our professional and life experience.