

# Day 13 - Leverage Testimonials + Social Proof

Word of mouth is an incredibly powerful tool for your business and marketing. But you don't have to wait for someone to tell someone else about you - you can utilise social proof to do the work for them!

This obviously depends on what your association or regulatory body allows - so please know and respect your rules and guidelines around this first! But you can even share how you helped people to feel e.g. welcome, supported, heard when no one else would listen!

## Today's action step?

Share a piece of social proof of what it's like to work with you. This might be:

- A testimonial (if allowed by your association/reg body)
- A screenshot of kind words from a DM or email
- A story about a past client's win or even your own transformation
- A case study

Want to keep it offline? Tell the story to a real human today - in conversation, at an event, or with a prospective client who might relate.

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + share the confidence to have the conversation elsewhere!



SAMANTHA GEMMELL



## Let's talk about utilising social proof

*What kind words or results have past clients or colleagues shared with you?*

*What recent win or success are you proud of?*

*How can you frame that story to inspire or build trust with your audience?*