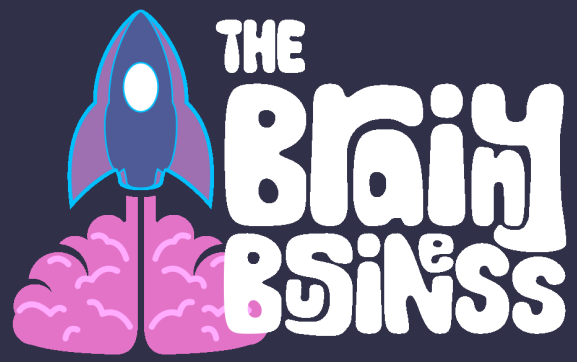


# SOCIAL PROOF

## WORKSHEET



Humans are a herding species. List up to 3 ideas for how you can incorporate each type of social proof into your business (aim for 10 total and start implementing!)

**1) Expert** (4 out of 5 dentists agree...)

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**2) Celebrity** (not just Oprah, consider microinfluencers)

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**3) User** (testimonials, reviews)

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**4) Wisdom of the Crowd** (McDonald's "Over 99 Billion Served")

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**5) Wisdom of Friends** (Facebook ads to friends of people who like your page)

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**6) Certification** (awards, accreditations, earned or paid media)

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