FEAR-FU

HOW TO BOOST CONVERSION WITH SOCIAL PROOF
CIRCLE OF TRUST
SOCIAL PROOF = EVIDENCE of/from OTHERS THAT REDUCES FEAR OR UNCERTAINTY
DISPLAYING REVIEWS CAN BOOST CONVERSION RATES BY 270%
FEAR-FU
Lumilinko AL-KO Snowline 620 II

HINTA: 713 € /KPL

Tuotemerkki: AL-KO
Tuotenumero: AK-112934
Toimitusaika: n. 1-2 viikkoa.
Toimitus: Tehtaat
Rahit: 0 €


Siinä vaiheessa, kun ensilumen taika kari muuttuukin muutakin kuin pelkän käsikäyttöisen lumu lumen helpolla tavalla pois jalkakäytävällä, mallista riippuen, aina pienistä 42 cm levy Lumokinkiset visistä helposti, nopeasti ja työskentelyn makuaudesta tarkoituksessa. S. parhaimmillaan ja koneiden käädyttää helpo

Example: Taloon.com, Source: VWO.com

:: Angie Schottmuller @aschottmuller CTAconf
The Mountain Three Wolf Moon Short Sleeve Tee

3,392 customer reviews
71 answered questions

Price: $9.01 - $44.99
& Free Return on some sizes and colors

✔ Fits as expected (86%)
This item has wolves on it which makes it intrinsically sweet and worth 5 stars by itself. But once I tried it on… THAT’S when the magic happened. After checking to ensure that the shirt would properly cover my girth, I walked over to Walmart.

I mounted my courtesy scooter, sitting sidesaddle so my wolves would show. While browsing tube socks, I could hear aroused, asthmatic breathing behind me. I turned around to see a slightly sweaty dream in sweatpants and flip-flops standing there. She told me she liked the wolves on my shirt. I told her I wanted to HOWL at her moon. She offered me a swig from her Mountain Dew, and I drove my scooter with her shuffling alongside out the door and into the rest of our lives... THANK YOU, wolf shirt.
SOCIAL PROOF
GRADING
## SOCIAL PROOF PERSUASION SCORECARD

<table>
<thead>
<tr>
<th>CREDIBLE.</th>
<th>Believable, authentic, trustworthy, authoritative, “ethos”</th>
</tr>
</thead>
<tbody>
<tr>
<td>RELEVANT.</td>
<td>Pertinent, germane, applicable, meaningful, important</td>
</tr>
<tr>
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<td>Emotional trigger, anxiety-buffer, satisfying, “pathos”</td>
</tr>
<tr>
<td>VISUAL.</td>
<td>Pictured, drawn, mapped, graphed, viewable</td>
</tr>
<tr>
<td>ENUMERATED.</td>
<td>Quantified, scored, ranked, calculated, “logos”</td>
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<td>NEARBY.</td>
<td>Close, proximate, or near uncertainty/anxiety points</td>
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<td>Distinct, descriptive, named, detailed, precise</td>
</tr>
</tbody>
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**SCORING:** 3=Exceptional, 2=Good, 1=OK, 0=Missing, -5=Bad
Social Proof C-R-A-V-E-N-S Scorecard by Angie Schottmuller, Copyright © 2014. All rights reserved.

SCORING: 3=Exceptional, 2=Good, 1=OK, 0=Missing, -5=Bad
SCORING:

3 = EXCEPTIONAL
2 = GOOD
1 = OK
0 = MISSING
-5 = BAD

WEIGHTED FOR IMPACT
### SOCIAL PROOF PERSUASION SCORECARD

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### SOCIAL PROOF SCORECARD EXAMPLE

"I use Unbounce every day and have over 100 landing pages. We've doubled and tripled conversion rates and I love being able to ship without engineers."

Nemo is the Director of Customer Acquisition at KISSmetrics. See why he thinks Unbounce is so valuable. [Watch the video](#).

| CREDIBLE | 3 |
| RELEVANT | 3 |
| ATTRACTIVE | 3 |
| VISUAL | 2 |
| ENUMERATED | 3 |
| NEARBY | TBD |
| SPECIFIC | 3 |

**SCORING:** 3=Exceptional, 2=Good, 1=OK, 0=Missing, -5=Bad

---

**Example:** Unbounce.com, Social Proof C-R-A-V-E-N-S Scorecard by Angie Schottmuller, Copyright © 2014. All rights reserved.

:: Angie Schottmuller @aschottmuller #CTAconf
### Social Proof Scorecard Example

<table>
<thead>
<tr>
<th>CREDIBLE</th>
<th>0</th>
</tr>
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<tbody>
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<td>0</td>
</tr>
<tr>
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<td>0</td>
</tr>
<tr>
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</tr>
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<td>-5</td>
</tr>
<tr>
<td>NEARBY</td>
<td>1</td>
</tr>
<tr>
<td>SPECIFIC</td>
<td>0</td>
</tr>
</tbody>
</table>

**Scorecard Notes**

- **CREDIBLE**: 0
- **RELEVANT**: 0
- **ATTRACTIVE**: 0
- **VISUAL**: 1
- **ENUMERATED**: -5
- **NEARBY**: 1
- **SPECIFIC**: 0

**Score Interpretation**

- 3 = Exceptional
- 2 = Good
- 1 = OK
- 0 = Missing
- -5 = Bad

**Example**

Example: Taloon.com, Source: VWO.com, Social Proof C-R-A-V-E-N-S Scorecard by Angie Schottmuller, Copyright © 2014. All rights reserved.

:: Angie Schottmuller @aschottmuller CTAconf
SOCIAL PROOF ACQUISITION
Lord, please help me get reviews LIKE THAT!

Photo by Sarah Danks
WHEN YOU ASK, 77%
ACTUALLY POST AN ONLINE REVIEW
PERSUASIVE TESTIMONIAL CORE

PROBLEM UNCERTAINTY + SOLUTION + RESULT SPECIFICS

Model by Angie Schottmuller, Copyright © 2014. All rights reserved.
:: Angie Schottmuller @aschottmuller CTAconf
SATISFACTION INTERVIEW - SAMPLE QUESTIONS

1. OVERALL SATISFACTION LEVEL (1-5)
2. Specific product/service purchased
3. Reason for purchase (root problem/need)
4. Solution selection criteria
5. Initial purchase/product/process concerns or Q’s
6. Specific results/feedback ($, #, %, 🕒)
7. Wisdom insights for others
Timing is everything.
1. Overall satisfaction level (1-5)
2. Specific product/service purchased
3. Reason for purchase (root problem/need)
4. Solution selection criteria
5. Initial purchase/product/process concerns or Q’s
6. Specific results/feedback ($, #, %, ⌚)
7. Wisdom insights for others
I needed [PRODUCT] cuz [PROBLEM].

I was concerned about [UNCERTAINTY].

[RESULT SPECIFICS & WISDOM]

I [RATING] recommend buying this!
I needed [PRODUCT] cuz [PROBLEM].

I was concerned about [UNCERTAINTY].

[RESULT SPECIFICS & WISDOM]

I [RATING] recommend buying this!
HOW TO GET PERSUASIVE REVIEWS:

1. Deliver AWESOME
2. Perform a “satisfaction interview”
3. Draft testimonial from interview responses
4. Ask for a review and/or action shots
Hi Karen!

Thanks for taking time to do a satisfaction interview with me. We’re grateful for your business and appreciate the feedback.

Your responses actually make for a great review. Might you be interested in posting it online? (Feel free to edit if we missed something or misunderstood your comments.)

[DRAFTED TESTIMONIAL]

<Insert 2 links to review sites - Google, Facebook, Yelp, etc.>

P.S. Might you have any photos you’d be willing to share with us?
7 SOCIAL PROOF IDEAS TO BOOST CONVERSION
DIVERSIFY PROOF FORMATS
6S FORMATS of SOCIAL PROOF

SUM

27 Reviews
Questions & Answers (10) +
Like You, Jake Dietrich and 182,064 others like this.

SAY

“I use Unbounce every day and 100 landing pages. We’ve doubled conversion rates and being able to ship without engine.

SHOW

CUSTOMER PHOTOS

SCORE

98.6% of patients would refer friends and family to us.

(4.5/5)

#1 of 278 hotels in Moscow

SIGN

- SCOTT BOWLER

Localiz

Sponsored By: IBM

SHINE

2016 TRAVELER'S CHOICE

tripadvisor

Angie's List Super Service Award

TOP CONTRIBUTOR
“I use Unbounce every day and have over 100 landing pages. We've doubled and tripled conversion rates and I love being able to ship without engineers.”

Nemo is the Director of Customer Acquisition at KISSmetrics. See why he thinks Unbounce is so valuable. Watch the video »
SOCIAL PROOF SCORECARD EXAMPLE

Because of Woundstock, my work has improved compared to other practitioners. Being skilled in wound care is an art. If you love what you are doing it becomes an obligation to heightened my level of awareness in wound care.

Che Plang - Physical Therapist, Wound Care Certified (WCC)
Juneau, Alaska - Director of Physical Rehab

WOUNDSTOCK 2013 ATTENDEE

PHOTO 13
RATING 15
REVIEW 13

HELPFUL

SOCIAL PROOF C-R-A-V-E-N-S Scorecard by Angie Schottmuller, Copyright © 2014. All rights reserved.

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CREDIBLE 3
RELEVANT 3
ATTRACTIVE 3
VISUAL 3
ENUMERATED 2
NEARBY TBD
SPECIFIC 2

Example: University of Wisconsin-Eau Claire, Woundstock Wound Care Education, Social Proof C-R-A-V-E-N-S Scorecard by Angie Schottmuller, Copyright © 2014. All rights reserved.
PLACE PROOF NEAR ANXIETY POINTS

:: Angie Schottmuller @aschottmuller CTAconf
Are you equipped with the right skills to move your job and team forward? Being a new manager can be challenging. Get equipped with strong interpersonal skills to confidently and effectively lead operations. Our supervisory management training program can help!

**SIMPLE**
Take just one seminar class if that's all you need. No prerequisites. Earn a UW-Eau Claire certificate by completing 6 classes within a 5-year time period. A class is just 2 full days from 8:30am - 4pm -- affordable with no long-term commitment.

**FLEXIBLE**
Choose electives relevant to your job. New classes are added every spring and fall. Gain core competencies in leadership, communication, and management -- tackling tough topics like conflict resolution, performance coaching, and time management.

**SELF-PACED**
Start the program any time, in any order, from 2 convenient locations -- Eau Claire and Hudson, WI. Choose a pace that works best for your lifestyle and budget. No rush. No obligation. (See program guide for dates and pricing discounts.)

...all backed by a 100% SATISFACTION GUARANTEE or your money-back.
I am able to create beautifully functional emails

“My primary use of AC is to set up email automations to be sent to subscribers. I am able to save a lot of time, create beautifully functional emails with the templates provided and easily organize my contact list.”

— Joanna O., 5-star G2 Crowd review

Start sending beautiful emails right now.

Start a 14-day free trial. No credit card, no setup, no hassle.

Email Address

Start your free trial »
USE “CUSTOMER” TYPEFACE

#3

:: Angie Schottmuller @aschottmuller CTAConf
WE'VE CERTIFIED 10,000+ MANAGERS SINCE 1979. IT'S YOUR TIME TO MOVE UP.

“I think the Supervisory Management Certificate Program is great for people who don't have a college degree. It really teaches you what you need to know about the basics of supervision. I took things back from the program that I could implement into my workplace right away...to me, that makes the program very valuable.”

- Cory Tietz, Street Expert & Supportive Supervisor, City of Eau Claire, WI

New manager with a busy schedule? Get skills to move your job and team forward!

This simple, flexible, and self-paced supervisory management certificate program can help. Discover today what local classes are available to help achieve your goals.

Get the Supervisory Management Program Guide
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OPTIMIZE REVIEW SIGNATURES
Customer Testimonials

"When the initial results of a 200% conversion rate increase came in after just a few days [from implementing keyword-based targeting], I was taken by surprise."
This is one of the best options available. The combination of price to offerings is very reasonable. In comparison to MailChimp, the email builder is much better. You have so much more control and customization using iContact.”

— G2 Crowd Verified Review
"Enterprise level ticketing system, at a fraction of the price of other systems."

- SCOTT BOWLER

"We recommend Freshdesk because of the great software and its customizability."

- MATTHJS LOK PEARSON

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WOUNDSTOCK 2018 ATTENDEE
White House | Black Market product review written by a loyalty program “Insider”
USE PROOF FOR CONTENT

#5

:: Angie Schottmuller @aschottmuller CTAConf
PAPER EVALS = LEGIT RATINGS
2000+ PARTICIPANTS
COMPLETED ETHICS
TRAINING WITH US
SINCE 2002.

Rating: 4.5 - 356 reviews
WE'VE CERTIFIED 10,000+ MANAGERS SINCE 1979. IT'S YOUR TIME TO MOVE UP.

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Better Assess & Treat Wounds with Hands-On Training

Woundstock is a 5-day series of 7 programs offering foot and wound care training with diverse speakers, practical lab experience, and thought-provoking case studies.

Wound and foot care training ...with a fun 60's theme!
LEVERAGE VIDEO TESTIMONIALS

POWER PLAY

#6

:: Angie Schottmuller @aschottmuller #CTAconf
WHAT IS NEAR ME SHOULD I?
WHAT IS NEAR ME SHOULD I?

WHAT IS ____________?

NEAR ME <SOLUTION> IN <CITY>

SHOULD I ____________?
Tandem HR CFO Discusses Armanino & Sage Intacct

00:53 had to make a change we have to go back
00:55 and do everything over again when we
00:58 looked at intact we looked at not sweet
01:00 and great planes and intact dressed just
01:03 from the start popped out at me as being
01:05 this tool that I really wanted to look
01:07 at and really wanted to work with so we
01:09 went through due diligence but at every

English (auto-generated)
YOUTUBE CAPTIONS EDITOR:

1. Go to Video Manager
2. Edit > Subtitles and CC
3. Click caption to edit
4. Save
YOUTUBE END SCREEN EDITOR:

1. Go to Video Manager
2. Edit > End screen
3. Click Add element
4. Customize
5. Save

CTA BUTTON?
Add element

- **Video or Playlist**
  - Promote a video or playlist
  - Create

- **Subscribe**
  - Promote subscriptions to your channel
  - Create

- **Channel**
  - Promote another channel
  - Create

- **Link**
  - Link to an approved website
  - Enable
VIDEO
WITH END SCREEN CTA

“VIDEO TRANSCRIPT“

FAQ page SCHEMA for “What is ___”
\[ I_{sp} = Q_{sp} \times F_u \]

CONVERSION IMPACT  
SOCIAL PROOF QUALITY  
UNCERTAINTY FRICTION
PERSUASIVE QUALITY

PROOF FORMAT

NEGATIVE  WEAK  NEUTRAL  HELPFUL  PERSUASIVE

4 3 2 1 0

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Social Proof 6S Formats & C-R-A-V-E-N-S Scorecard by Angie Schottmuller, Copyright © 2014. All rights reserved.

:: Angie Schottmuller @aschottmuller #CTAconf
FEAR-FU
GET YOUR SOCIAL PROOF
C-R-A-V-E-N-S SCORECARD

ANGIE SCHOTTMULLER
Founder & Chief Optimzer
angie@interactiveartisan.com •
@aschottmuller

Ask about lead gen conversion optimization workshops!
APPENDIX – SOCIAL PROOF TOOLS
SOCIAL PROOF PERSUASION SCORECARD

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Small Business

Grow Your Business Through Your Customers

https://gatherup.com

5 Star Rating by Kelly Howard
09/09/19

GatherUp

Get Started

 TOOL: GatherUp https://gatherup.com/. Starts at $75/mo for 3,000 review requests

:: Angie Schottmuller @aschottmuller CTAconf
2-MONTH FREE TRIAL:  https://fomo.com/go/cta-conference

best marketing
Fomo increases trust, credibility, and sales
with *live social proof*

start a free trial