

USING SOCIAL PROOF TO BUILD COMFORT AND REASSURANCE

People feel safer making decisions when they see others having positive experiences.

Social proof is a powerful way to nurture leads, especially nervous beginners or parents who want reassurance about safety, professionalism and teaching quality.

THE PROBLEM:

Without visible reassurance, leads may hesitate, worry or delay responding. Uncertainty causes them to hold back even if they are interested.

THE SOLUTION:

Share social proof throughout your nurture messages to help leads feel comforted, understood and confident.

ACTION STEPS:

SEND A SCREENSHOT OF A RELEVANT GOOGLE REVIEW

Choose one written by a parent or adult similar to the lead. **Real reviews provide instant credibility because they come from unbiased voices.**

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SHARE A STUDENT STORY OR PROGRESS UPDATE

Tell a brief anecdote about a shy child becoming more confident or an adult improving their fitness. **Stories help leads imagine what training at your club could do for them.**

INTRODUCE AN INSTRUCTOR WITH A SHORT BIO

Explain who they are, their role and their passion for teaching. **Instructor introductions humanise your club and reduce the “fear of the unknown.”**

SHOW A SHORT, FRIENDLY CLASS CLIP OR PHOTO

Choose something that highlights fun, safety and community. **Visual reassurance helps overcome nerves and builds emotional comfort.**

Social proof makes your club feel real, trustworthy and welcoming. By consistently showing positive stories and genuine experiences, leads naturally warm up to your club and feel more comfortable continuing the conversation.