

Turn a client win into proof

Fill this in by hand or on screen — the same four fields and two assets the automated tool at proof.founders.systems builds for you. Specific beats clever. Never write a number, name, or detail that isn't in what the client actually said.

THE FOUR FIELDS

01 Starting point

Where was the client stuck, in plain, specific terms?

WEAK "She wasn't very confident."

STRONG "She was charging £400/month and had never landed a client above that rate."

02 What they did

The concrete action, system, or framework applied — name it plainly.

WEAK "We worked together on her offer."

STRONG "Her coach skipped her straight to Module 4 on pricing, instead of the standard sequence."

03 What changed

A real number, timeframe, or observable shift. No number given? Describe the change qualitatively instead — never invent one.

WEAK "Her business grew a lot."

STRONG "She landed her first £2,000 client within two weeks — five times her previous rate."

04 Doubt answered

The one objection or fear this specific proof quietly answers for a skeptical reader.

WEAK "This proves it works."

STRONG "That a generic course can't work if you're behind — sometimes being behind is the actual bottleneck it's diagnosing."

THE TWO DERIVED ASSETS

05 Full case study

4–7 sentences weaving all four fields into one readable story. Direct, no-fluff, British-inflected voice. No bullet points, no headers, no hype words. Specific beats clever.

E.G. “Helen was charging £400 a month and had never pitched higher. The early modules felt too advanced, and she nearly refunded in week one. Her coach diagnosed the real bottleneck — pricing confidence, covered in Module 4 — and redirected her there instead of pushing the sequence. Two weeks later she landed her first £2,000 client, a five-fold jump.”

06 Social one-liner

One punchy sentence, under 25 words, built from what changed and doubt answered. No hashtags, no emoji.

E.G. “From £400 to a £2k client in two weeks — by fixing the actual bottleneck, not the assumed one.”

VOICE & ACCURACY CHECKLIST

01 Every number, name, and detail matches the source exactly☐

If it isn't in what the client said, it doesn't go in the case study.

02 Currency and units are untouched☐

£ stays £, \$ stays \$, kg stays kg — never converted, never guessed. Same symbol everywhere a figure repeats.

03 Nothing invented to fill a gap☐

Thin proof, honestly written, beats impressive proof that isn't true. A qualitative line beats a made-up number.

04 No bullet points or headers inside the full case study☐

It reads as one flowing paragraph, not a list.

05 No hype words☐

Cut "amazing," "incredible," "game-changing," and anything that sounds like marketing rather than a fact.

06 British-inflected spelling, applied only to language☐

Programme, realised, colour — never applied to a currency symbol or unit.

07 Social one-liner is under 25 words, no hashtags, no emoji☐**08 Doubt answered is a real objection**☐

Not generic praise — the actual thing a skeptical reader would doubt.

Prefer it automated?

Same engine, one paste, works from any device or AI platform — no setup.

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