

The "Show, Don't Tell" Credibility Checklist

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The Goal: Move your business from "just another vendor" to "the authority."



1. The "Proof" Audit

- **Identify your "Patient Zero":** Do you have one story of a client whose life or business was fundamentally changed by you? (Not a quote, but a *story* with a beginning, middle, and end).
- **Kill the Adjectives:** Audit your website. Delete words like "innovative," "leading," and "best." Replace them with data (e.g., instead of "leading provider," use "serving 400+ families in the Tri-State area").
- **The "Midnight Call" Asset:** Do you have a resource (like a 40-page guide or a crisis checklist) that is so valuable a prospect would keep it in their desk drawer for a "worst-case scenario"?

2. Third-Party Validation

- **Earned vs. Owned:** List your last three "wins." Were they self-published (LinkedIn/Blog) or earned (News feature, trade journal, or guest expert spot)? Aim for a 50/50 split.
- **The "Google First Impression":** Search your company name + "news." If nothing comes up, you are "telling" people you exist, but no one else is "showing" it.

3. Visual & Technical Evidence

- **The "Behind the Curtain" Video:** Do you have a 60-second clip of your team *actually doing the work?* (Showing the cleanroom, the manufacturing floor, or the consultation room).
- **Truth Architecture:** For every major claim you make, do you have a link to a white paper, a study, or a verified testimonial that backs it up?