

TURN REAL WORK INTO CONTENT THAT SELLS WITHOUT BRAGGING

# Proof Post Worksheet

Proof posts show competence, process, and outcomes without needing a hard pitch. Use this whenever you finish a job, get a review, or solve something worth documenting.

## Problem

Name the thing the buyer recognizes.

## Process

Show how you solved it.

## Result

Explain what changed.

# Build the Proof Post

The post should show what changed and why it matters.

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**CUSTOMER/PROBLEM****CONSTRAINT****PROCESS****RESULT****LESSON****CTA**

# Choose What to Show

Use real proof and protect privacy where needed.

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- Before and after photos
- Finished work photo
- Review or quote
- Screenshot or metric
- Process photo
- Permission confirmed
- Sensitive details removed

# Draft the Post

Keep it concrete and useful. The result should not feel like a mysterious miracle.

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## OPENING HOOK

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## WHAT WAS WRONG

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## WHAT YOU DID

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## WHAT CHANGED

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## WHAT SOMEONE SHOULD DO NEXT

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