

OVERVIEW

Permissioned Proof Bank

Collect client evidence with consent, and keep it usable.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Build a consented library of client wins, quotes and before-after snapshots you may actually use in your marketing.

W Why this matters

Proof sells coaching; borrowed proof ends relationships. A permissioned bank lets you show results boldly while staying inside the trust that made the results possible.

1 Harvest past wins**Work here**

List every client result you can remember, even vague ones, with approximate dates.

2 Consent status**Work here**

Mark each: may use name and story / may use anonymized / not usable. When unsure, ask in writing.

☐ Name + story usable☐ Anonymized only

- ☐ Ask first
- ☐ Not usable
- ☐ Consent requested, pending

3 Shape the stories

Work here

For your three strongest results, draft the before / the work / the after in three sentences each.

4 Sensitive layer

Work here

Note which results you will only ever describe verbally in discovery calls.

5 Keep collecting

Work here

Decide the moment in your client journey where you will always request a testimonial.

R Read it back

READ-BACK

A proof bank of three honest, consented stories beats thirty vague claims. Size is not the goal; permission is.

YOUR NEXT MOVE

Draft your consent message once, reuse it forever. Store the bank where Tool 09 (Outcome Claim Audit) can reach it.