

12.0 Overview: Your Social Proof on Demand

Your bonus stack is worthless without social proof. It doesn't matter how good your bonus is if no one is talking about it. This document is your antidote. It's the **copy-and-paste script** that leverages AI to generate compelling testimonials and social media posts, making your bonus stack look so valuable that people will be begging to buy through your link.

This isn't about faking it. It's about using a strategic, psychological framework to get real, powerful social proof from your buyers. This script gives you the exact questions and prompts to get powerful testimonials and then shows you how to use AI to turn them into conversion machines.

How to Apply: Your 3-Step Social Proof Shortcut

You can start generating social proof for your bonus in less than 5 minutes by following these steps.

1. **Prep Your AI:** Open a new chat in ChatGPT. You'll use this as your social proof engine.
2. **Ask the Right Questions:** Use the "Testimonial Catalyst" script to get a powerful response from your buyers. This is the most crucial step.
3. **Generate and Deploy:** Use the "Social Proof Multiplier" scripts to turn those raw responses into compelling social media posts and testimonials. Copy and paste the final output onto your bonus page, emails, and social media.

Section 1: The "Testimonial Catalyst" Script

Most people ask the wrong questions, which is why they get bland, useless testimonials. This script uses a psychological trigger to get a powerful, story-based testimonial.

Script: The Post-Purchase Follow-Up

This is a simple email or message you send to a buyer after they have used your bonus.

Subject: Quick question about your bonus!

Hey [FIRST NAME],

I hope you're enjoying your copy of [PRODUCT NAME]! I'm so excited for you.

I wanted to quickly check in about the bonus I gave you, "[BONUS NAME]." I was curious, what was the biggest "aha!" moment you had while using it?

Just a quick reply would be a huge help to me!

Thanks so much, [YOUR NAME]

Why This Works:

- **It's a specific question:** It forces them to think about a single "aha!" moment, which is more powerful than a general "how did you like it?"
- **It's low-pressure:** You're not asking for a testimonial, you're just asking for feedback, which makes them more likely to respond.
- **It positions you as an expert:** You're a problem-solver who gave them a tool that created a breakthrough.

Section 2: The "Social Proof Multiplier" Prompts

Now that you have their response, it's time to turn it into a high-impact marketing asset. These prompts will take a raw testimonial and turn it into gold.

Prompt #1: The "Headline Generator"

This prompt takes a testimonial and turns it into a short, attention-grabbing headline.

- **Template:** Act as a master copywriter. I have a testimonial that says, "[RAW TESTIMONIAL]." Extract the most powerful, results-oriented phrase and turn it into 5 bold, attention-grabbing headlines for a social media post.
- **Fill-in-the-Blank Application:** Act as a master copywriter. I have a testimonial that says, "[]". Extract the most powerful, results-oriented phrase and turn it into 5 bold, attention-grabbing headlines for a social media post.

Example:

- **Raw Testimonial:** "Your bonus checklist was a game-changer. I was so overwhelmed before, but it gave me a clear path. I got my first 3 sales in a week because of it!"
- **AI-Generated Headlines:**
 - From Overwhelmed to Overjoyed: How a Simple Checklist Got Me 3 Sales in a Week
 - The Checklist That Delivers Sales on Autopilot
 - 3 Sales in 7 Days? This Bonus Made It Happen.
 - The Game-Changing Checklist That Ends Overwhelm
 - My First Sales Were Thanks to This Simple Bonus.

Prompt #2: The "Social Media Post" Script

This prompt turns the testimonial into a complete, ready-to-post social media update.

- **Template:** You are an expert content creator. I need you to write a 3-paragraph social media post that features a testimonial. The post should start with a bold statement that agitates a pain point for [TARGET AUDIENCE]. The second paragraph should introduce my bonus, "[BONUS NAME]," as the solution. The third paragraph should feature the testimonial from [TESTIMONIAL SENDER'S NAME] and end with a call-to-action to check out the bonus. The raw testimonial is: "[RAW TESTIMONIAL]."

- **Fill-in-the-Blank Application:** You are an expert content creator. I need you to write a 3-paragraph social media post that features a testimonial. The post should start with a bold statement that agitates a pain point for [].... The raw testimonial is: "[]."

Section 3: Advanced Applications & Insider Hacks

Ready to take your social proof game to the next level? These advanced strategies are what the pros use.

Hack #1: The "Video Testimonial" Hack

- **Concept:** A video testimonial is 10x more powerful than text. But asking for a video is tough. So, don't ask for one directly.
- **The Script:** Hey [FIRST NAME], that "aha!" moment you shared was incredible. Do you mind if I jump on a quick 2-minute call just to record you saying that? It would be a huge help!
- **Why it works:** It's low-pressure and short. They're more likely to say yes to a 2-minute call than to recording their own video.

Hack #2: The "Testimonial Magnet"

- **Concept:** Your bonus delivery page is the perfect place to get testimonials. Add a simple section at the bottom of the page that says, "Did this bonus help you? I'd love to hear from you! Just reply to the email I just sent you."
- **Why it works:** It's a low-friction way to get a testimonial when they are at their peak excitement.

Hack #3: The "Micro-Testimonial" Generator

- **Concept:** Not every testimonial has to be a full paragraph. Use AI to extract powerful single sentences or phrases from a long testimonial. These are perfect for bonus page headlines or bolded text.
- **AI Prompt:** I have a long testimonial. Read it and extract 5 of the most powerful, punchy, one-sentence quotes from it that I can use as headlines or pull-quotes.

Conclusion: Stop Hoping for Social Proof. Start Engineering It.

You no longer have to rely on luck to get social proof for your bonus stack. The "**Social Proof Multiplier**" **Script** is your unfair advantage. It's a system that takes the guesswork out of getting powerful, compelling testimonials that will make your offer irresistible.

By using these scripts, you're not just collecting reviews. You're building a powerful marketing asset that will increase your conversions, boost your authority, and make your bonus stack look so valuable that people will be begging to buy.