

How to Collect Meaningful Proof - Students

How to Collect Meaningful Proof (Customers, Students & Attendees)

Who This Is For

Use this if the person:

- Took your course
- Attended a workshop, webinar, or training
- Read your book
- Followed your educational content
- Is **not** and has **never been** a therapy client

This is about collecting **feedback and proof**, not praise.

“You’re not asking for hype. You’re collecting evidence.”

The 4 Questions to Ask

You can copy and paste these exactly.

1. **Before engaging with this course/workshop/resource, what were you struggling with?**
2. **What made you decide to try this?**
3. **What changed for you during or after engaging with it?**
4. **How would you describe this experience to a friend who was on the fence?**

These questions work because they:

- Capture the *before and after*
- Reflect real experience, not marketing language
- Give you proof you can use on pages, emails, and reminders to yourself

Sample Email: Customers / Students / Attendees

Subject: Quick question — your honest feedback

Hi \[Name\],

I hope you’re doing well.

I'm working on improving how I serve people through my courses and workshops, and I'm gathering feedback from folks who've engaged with my work.

If you're open to it, I'd really appreciate your honest perspective. There's no right or wrong answer — I'm simply collecting real experiences so I can do better.

Here are the questions:

1. Before engaging with this course/workshop/resource, what were you struggling with?
2. What made you decide to try this?
3. What changed for you during or after engaging with it?
4. How would you describe this experience to a friend who was on the fence?

Thank you for taking the time. I truly appreciate it.

Warmly,
\[Your Name\]

How to Use What You Receive

Once you get responses:

- Save them in a folder labeled **Proof**
- Highlight phrases that feel real and specific
- Use short excerpts (with permission) on:
 - Your website
 - Sales pages
 - Emails
- Re-read them on days when confidence dips

Proof belongs on your page — and in your mind.

How to Collect Professional Proof - Peers

How to Collect Professional Proof (Peers, Coworkers & Contacts)

Who This Is For

Use this if the person:

- Is a colleague or peer
- Has collaborated with you
- Appeared on a panel or podcast with you
- Attended a training you led
- Knows your work but is **not a client**

This kind of proof builds **professional credibility and trust**.

The 4 Questions to Ask (Peer Version)

These are similar — but adjusted for professional perspective.

1. In your experience working with or observing me, what stood out about my approach or perspective?
2. What do you think I do especially well when it comes to teaching, explaining, or supporting others?
3. Who do you think my work is especially helpful for — and why?
4. How would you describe my work to someone considering learning from me?

Sample Email: Peers / Coworkers / Professional Contacts

Subject: A small favor — your professional perspective

Hi \[Name\],

I hope you're doing well.

I'm currently gathering professional feedback as I continue to develop my teaching and educational work. Since we've \[worked together / collaborated / shared space / connected professionally\], your perspective would mean a lot to me.

If you're open to it, I'd appreciate your honest thoughts. There's no pressure — this is simply about understanding how my work is experienced.

Here are the questions:

1. In your experience working with or observing me, what stood out about my approach or perspective?
2. What do you think I do especially well when it comes to teaching, explaining, or supporting others?
3. Who do you think my work is especially helpful for — and why?
4. How would you describe my work to someone considering learning from me?

Thank you for your time and support. I truly appreciate it.

Warmly,
\[Your Name\]

Why This Builds Confidence (Not Ego)

This process works because:

- You're collecting **data**, not validation
- You're interrupting imposter-syndrome loops
- You're grounding confidence in **real evidence**

As the episode says:

“Confidence isn't believing in yourself harder.
It's believing you're walking in the right direction.”

Simple Call to Action (For the Handout)

Your next step:

Send **one email** this week.

Ask **four questions**.

Save the response.

That's how confidence compounds.

Share & Stay Connected

Share & Stay Connected

This resource was made by James Marland for [Course Creation Studio](#) and [Scaling Therapist Services](#). If this resource was helpful, feel free to **share it with a colleague or friend** who's building something new and could use a little steadier confidence. I ask that you leave this tab intact so the people who are looking for my help can find me. Thanks for being a supporter of the show.

To go deeper:

- **Listen to the podcast** for more practical guidance on clarity, confidence, and sustainable growth. This resource was made for episode #147: **How to Use Proof to Beat Imposter Syndrome and Build Your Scaling Confidence**
- **Subscribe** so you don't miss upcoming episodes in this series
- **Visit [Course Creation Studio](#)** to explore tools and support for building educational offers
- **Explore [ScalingTherapistServices.com](#)** for resources designed specifically for therapists growing beyond the therapy room
- **[Message me on LinkedIn](#)** - I am always looking to help people put their mission in motion.

You don't need to be perfect to move forward.
Just keep taking the next step.