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AI Office Hours: 12 Weeks to AI Fluency -Week 5 Handout

Social Proof in the AI Era

You don't have to go viral. You just need to be visible.

Buyers don't just want to know what you sell. They want to know who you are. Social proof is your shortcut to trust and AI can help you surface, shape, and share it with ease.

What Counts as Social Proof Today

- Client success stories and testimonials
- Industry insights, articles, and interviews
- Speaking gigs, media features, and endorsements
- Consistent, relevant LinkedIn engagement

3 Ways to Activate Social Proof with AI

1. **Curate Credibility:** Use AI to summarize client wins, highlight impact, and turn proof points into posts.
Prompt: "Summarize my top 5 client wins and turn them into short LinkedIn posts with metrics and impact."
2. **Amplify Buyer Voices:** Let your buyers do the talking. Repurpose testimonials into carousels, quotes, and video scripts.
Prompt: "Turn this client testimonial into a LinkedIn carousel post with a headline, quote, and CTA."
3. **Build Trust Through Rhythm:** Create a weekly cadence for sharing proof-based content.
Prompt: "Create a 4-week content calendar that highlights case studies, testimonials, and client wins."

Mindset Shift: Social proof isn't self-promotion. It's value broadcasting.

Visibility isn't vanity. It's strategy.