

Trust-Building Proof Points Checklist

10 prompts to surface and strengthen the social proof your buyers actually trust

How to use this checklist

1. Pick one product, service, or campaign
2. For each prompt below, note what you currently use, or what you can add.

Goal: Collect specific, verifiable, and relevant examples that reduce risk for public safety buyers. The more concrete the proof, the more persuasive the message.

Prompt	Your Notes
1. Which agency leaders have endorsed your solution, and what results did they see? (e.g., “cut response time by 12%,” “reduced officer paperwork by 30 minutes/shift”)	
2. Do you have at least one named case study? (What was the problem? What changed? Can you quote the user?)	
3. Which certifications, compliance markers, or third-party validations back you up? (e.g., IADLEST, CJIS, NIJ, ISO 27001)	
4. How many agencies use your product—and what types? (Sheriff’s offices, city police, statewide rollouts?)	
5. What results have you measured across clients? (Think time savings, error reduction, costs avoided.)	

6. Who's come back for more? <i>(List repeat customers, renewals, or multi-year contracts.)</i>	
7. Have any partners, researchers, or funders helped develop or test your solution? <i>(Academic or federal research, pilot programs, NIJ funding)</i>	
8. Have you earned industry awards, media coverage, or standout RFP wins? <i>(Especially from respected public agencies.)</i>	
9. What feedback have you collected through surveys, support calls, or after-action reviews? <i>(Screenshots or quotes welcome.)</i>	
10. What real-world quotes do you have from public safety professionals in the field? <i>(Dispatcher, sergeant, analyst, admin, etc.)</i>	

Fast Example (filled in)

Prompt	Example Answer
Agency endorsement	"Reduced paperwork by 30 mins/shift"—Lt. Greg Martin, Mayberry PD
Case study	911 CAD upgrade in eastern NC: cut non-emergency dispatch time by 18%
Certification	CJIS compliant; IADLEST-certified courseware
User base	300+ agencies across 17 states (75% local law enforcement)
Measured results	Saves 2.5 hours/week per user on average
Repeat clients	Renewals in 6 of 6 initial pilot agencies

Research/testing	Built with an NIJ-funded research team at Research Triangle Institute
Awards/media	Finalist, S&T Tech Impact Award, 2024
Customer feedback	“No more workarounds—it just works.” – Support ticket response
Real-world quotes	“Let me run this report while I eat lunch—that never used to happen.” – Records supervisor

Need backup?

Email your filled checklist to heidi@wordsleuthcopywriting.com for a quick, no-pressure review. You’ve got the proof. Let’s make sure your copy shows it.