

The buyer nods through your pitch, says it sounds great, and asks you to "send something over." Then the thread goes quiet. You did not lose to a better offer; you lost to doubt you never saw, because the prospect could not tell (fast enough) whether you were the real thing or a confident stranger. In a crowded market, the deal does not go to the best work. It goes to the work the buyer can trust before the money moves.

The usual instruction is to network harder and let your reputation precede you. But reputation is slow, and "trust me" is the one claim a skeptical buyer is trained to discount.

Proof in Public treats credibility as something you manufacture on purpose, not something you wait to accumulate. It introduces the PROVE framework (Positioning, Receipts, Origination, Verification, and Endorsement), five sources of evidence that move a buyer from "who is this?" to "this is the one" before a single sales call. It builds proof the way you build a product: deliberately, in components, and measured by what it converts.

You will learn to:

- Position so the buyer knows in one line what you do and who you are not for.
- Turn delivered results into receipts: specific, dated, and verifiable, not vague praise.
- Originate proof of your own: the demonstration, audit, or teardown that shows competence instead of claiming it.
- Make every claim independently checkable, so trust survives contact with a careful buyer.
- Earn endorsement that travels: references and signals that vouch for you when you are not in the room.

The result is a shorter path to yes. Buyers arrive already convinced, price resistance softens, and the sale becomes confirmation of a decision the proof already made.

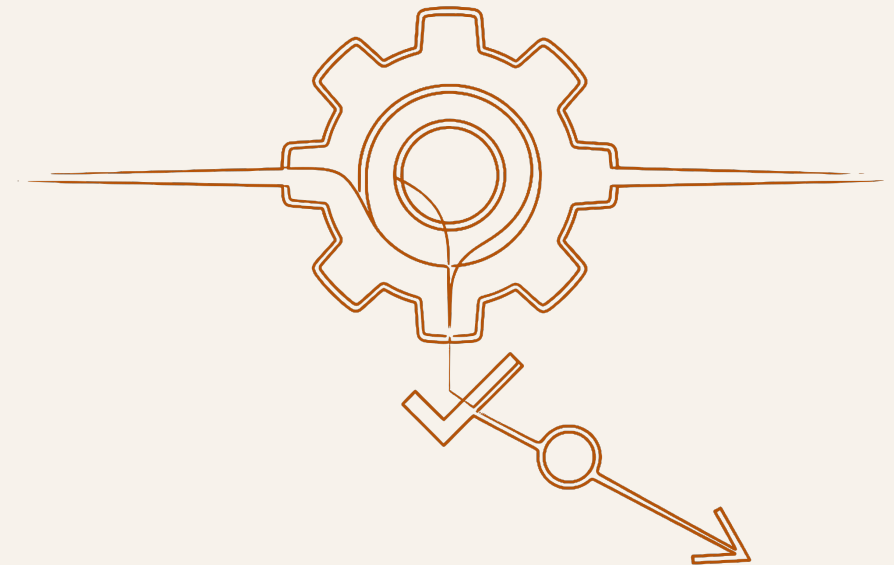
If you sell real competence and are tired of watching louder, lesser operators close the deals you earned, this was written for you.

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Proof in Public

Trust velocity for evidence-first founders



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Systems for the Strategic Self