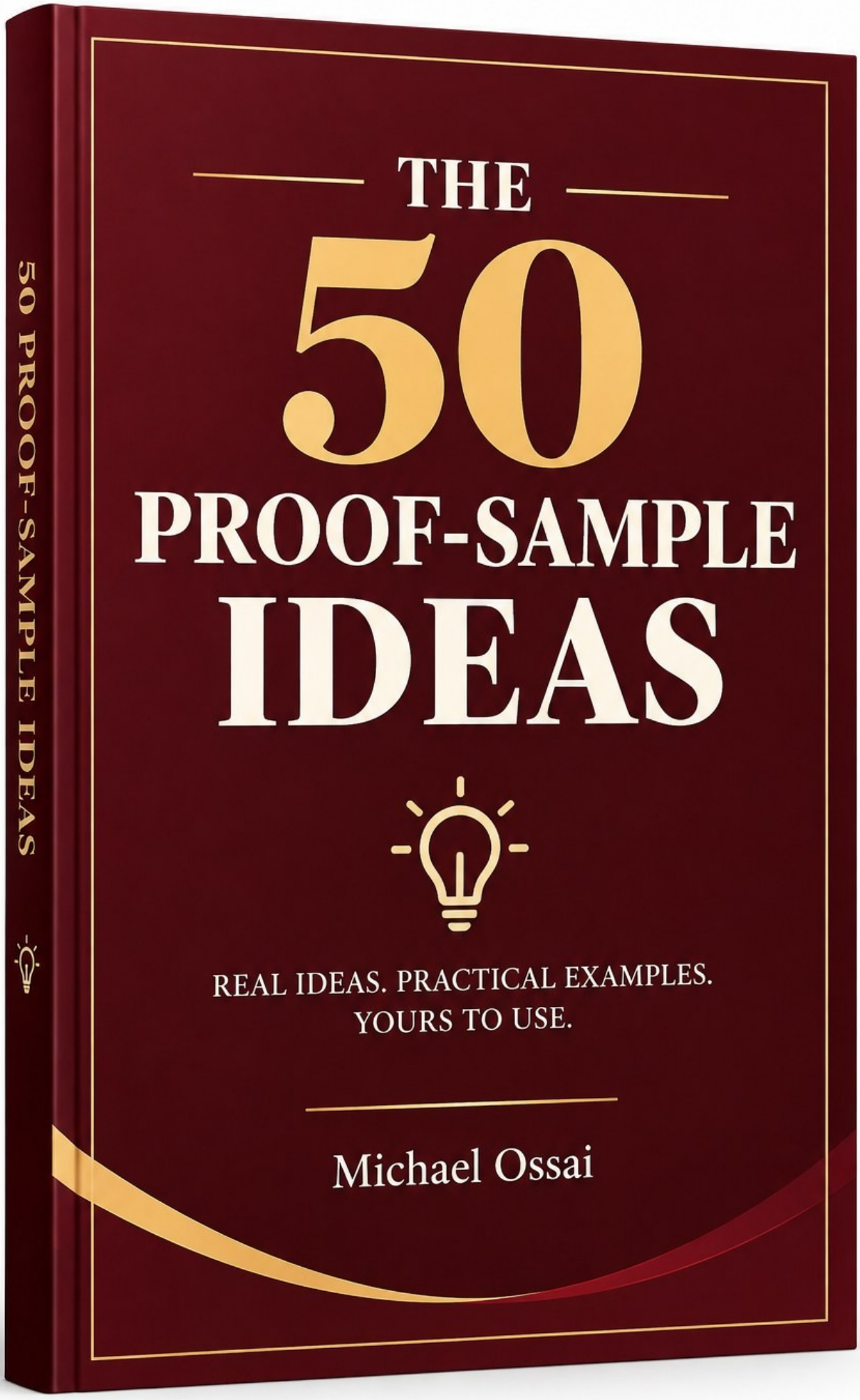

THE
50
PROOF-SAMPLE
IDEAS
REAL IDEAS. PRACTICAL EXAMPLES.
YOURS TO USE.
Michael Ossai
50 PROOF-SAMPLE IDEAS

How to Use This List

This is the companion list to The Reverse Resume Method. Every idea below is a small, real proof sample you can build in minutes: something specific enough to send a prospect before they ever ask you to prove yourself.

Pick the one closest to your skill and the prospect in front of you. Build it small. Send it with your outreach message. That's the whole system. This list just removes the "what do I actually build?" hesitation.

A reminder from the main guide: label anything speculative as a sample or concept, never as work you were hired to do. Honest proof is the entire point.

For Copywriters

1. Rewrite a homepage headline to lead with the outcome, not the feature
2. Rewrite a product description to focus on the result, not the specs
3. Rewrite an email subject line to earn a higher open rate
4. Rewrite a weak call-to-action into a clearer, more specific one
5. Create 3 alternative hooks for their top-performing post
6. Punch up a testimonial into a stronger pull-quote
7. Tighten their "About" section into a clearer, more confident version
8. Write a compelling answer to their most common customer objection

For Designers

9. Redesign one social media graphic for better visual hierarchy
10. Create an alternate flyer or promo concept
11. Improve one carousel post's cover slide
12. Clean up a cluttered call-to-action section
13. Improve the visual hierarchy of a busy page or post
14. Suggest a cleaner logo lockup or spacing fix
15. Propose an improved color palette aligned to their brand
16. Redesign a business card concept

For Video Editors

17. Rewrite the first 10 seconds of a video to hook faster
18. Suggest a short-form cut of a longer video
19. Create a stronger thumbnail concept
20. Recut an ending to build toward a clear call-to-action
21. Turn one long video into three short clips
22. Suggest a pacing fix for a slow section
23. Create an improved captions/subtitle style example
24. Add a stronger end-screen concept that drives one clear action

For Social Media Managers

25. Rewrite one underperforming post
26. Create 5 content ideas tailored to their audience
27. Build a mini one-week content calendar
28. Rewrite their bio for more clarity and personality
29. Identify a content gap they haven't covered yet
30. Write a stronger caption for an existing post
31. Suggest a simple content-pillar structure
32. Create a concept for improved story-highlight covers

For Web Designers & Developers

33. Redesign a hero section for better clarity and flow
34. Improve the placement of a weak call-to-action
35. Simplify a confusing navigation structure
36. Improve a page's mobile layout
37. Identify one clear UX bottleneck and propose a fix
38. Flag a slow-loading element and suggest a fix
39. Suggest an improved SEO title and meta description
40. Write a short performance-improvement note with one concrete fix

For Virtual Assistants

41. Create a simple client workflow diagram
42. Build a client onboarding checklist
43. Create a scheduling workflow template
44. Design a simple spreadsheet system for tracking tasks
45. Organize a sample inbox triage process
46. Build a simple email inbox triage system
47. Create a meeting-prep checklist template
48. Organize a sample task-tracking board layout

Works for Any Skill

49. Create a simple one-page overview of what working with you looks like
50. Build a small before/after comparison showing one specific fix

Pick one. Build it small. Send it today.