CREDIBILITY MARKERS TO REFERENCE

HIGH-PROFILE CLIENTS:
- Sam Lowes (BSB, ex-MotoGP)
- Lorenzo Baldassarri (ex-MotoGP)
- [Add any other notable clients]

RESULTS/TESTIMONIALS:
- [Client name] went from [position] to [position] in [championship]
- [Client name] improved qualifying average by [X positions]
- [Client name] won first championship after [X years]

YOUR BACKGROUND:
- Years coaching: [X]
- Racers worked with: [X+]
- Championships won by clients: [X]
- Specialization: Mental performance for motorcycle racers

SOCIAL PROOF:
- Post-season reviews completed: 108+ (2025)
- Active clients: [X]
- Client retention: [X months average]

WHEN TO USE CREDIBILITY:
- NOT in first DM (too salesy)
- In follow-up after they engage
- When they ask "who are you?"
- When booking Call 1

HOW TO REFERENCE:
✅ Natural: "I work with Sam Lowes on exactly this"
✅ Casual: "I've seen this with riders at your level - even up to BSB"
❌ Bragging: "I coach Sam Lowes and Lorenzo Baldassarri"
❌ Name-dropping: "My client Sam Lowes says..."