



FREE RESOURCE • SELF-SCORING TOOL

Score Your Own Claims Before Anyone Else Does

Five citation criteria and a three-position challenge, turned into a scoring sheet you can apply yourself — to a sales deck, a website, a proposal or a board pack — in about fifteen minutes. It is built on the evidence standard behind Release Assurance, where a named verifier checks every claim before it goes out.

5 CITATION CRITERIA

3 CHALLENGE POSITIONS

4 ANGLES

ABOUT 15 MINUTES

What this is — and is not

This is a self-scoring tool, not a list of claims to check. It tells you how well-evidenced a claim already is. Use the companion **Claim-Verification Checklist** to decide which claims to check in the first place; use this sheet to score them.

How to use it. Pick your five to eight highest-stakes claims — usually market size, a customer result or retention figure, a competitive-difference statement, a pricing or ROI claim, a growth figure and any credential claim. Score each one 0, 1 or 2 against the six tests below. A claim scoring below 8 out of 12 is a live risk, not a settled fact.

0 • FAILS

No evidence, or evidence that does not meet the test.

1 • PARTIAL

Evidence exists but is incomplete or unclear.

2 • PASSES

Fully meets the test — traceable and citable.

A The Five Citation Criteria

A source is only cited — not just mentioned — if it passes all five.

- ☐ **01 • Named and traceable** — *Can I name the exact source, and could someone else find it?*
A vague “industry reports show...” scores 0. A named publisher, document title and date scores 2.

0

1

2
- ☐ **02 • Current** — *Is the underlying data recent, or am I presenting something stale as still true?*
Time-sensitive figures need an “as of” date and a re-check. Static facts, such as a registration number, are exempt.

0

1

2
- ☐ **03 • Method disclosed** — *Do I know — and can I explain — how this number was derived?*
“We only need 1% of the market” scores 0. A bottom-up model with its assumptions stated scores 2.

0

1

2
- ☐ **04 • Sample size stated** — *Have I written down the n behind this figure, not just the headline?*
A satisfaction score with no sample size scores 0. “n=12, first cohort” scores 2 — the honesty earns the score, not the size.

0

1

2
- ☐ **05 • Confidence assigned** — *Have I rated how sure I am — high, medium or low?*
Presenting every number with the same false precision scores 0. “Medium confidence — early data” scores 2.

0

1

2

Test 06: does the claim survive three hostile readings, not just the objection you expected?

The Sceptical Buyer

“By what metric? Compared with what named baseline?” Superlatives such as “industry-leading” or “3x faster” fail here without a stated measure.

The Regulator

“Does this comparison make a claim about a named company? Does it need an approval, licence or disclosure?” Hardest in financial services, health and other regulated sectors.

The Plain Explanation

“Is there a more mundane explanation I have not ruled out?” A tiny sample is not a trend; a forecast built on zero churn is a best case presented as a base case.

1

2

Copy the claim exactly as it appears. Score 0–2 per test. Below 8/12 needs work before it goes out.

[illegible]

WHAT A LOW SCORE MEANS

A claim below 8/12 is not necessarily false — the evidence behind it is not yet in a shape that survives scrutiny. The fix is usually rewriting the claim with a named source and an honest confidence rating, not dropping the point.

D A Wider Check: Four Angles

Once individual claims score well, step back and check the whole document from four angles.

MARKET

Size, growth and regulatory signals traced to named sources. **Self-check:** is your market size bottom-up, or a top-down percentage with no method?

BUYERS

Who actually buys, and the evidence for it. **Self-check:** is your ideal-customer profile backed by deal data, or an assumption dressed as a persona?

COMPETITORS

Named alternatives, positioning gaps, switching risk. **Self-check:** do you name real competitors and explain the difference, or claim to have none?

TRENDS

Whether demand is structural or cyclical. **Self-check:** can you name one external, dated signal behind your “why now”?

NEXT STEP

Get One Claim Checked Free.

This sheet shows where your claims are likely to fall short. It is not a substitute for an independent check.

A free **First Signal** reads your deck or page and flags the claims a careful buyer would doubt: thrivefinity.uk/release-assurance

When it has to be right before it goes out, **Release Assurance** checks every claim and a named verifier signs the result.

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