

Authenticity Scoring Tool

From the book "Unfair Comparisons, Nuancing the 'Sold Not Bought' Category"

AUTHENTICITY IN PRACTICE

Not clear what it is/Jargony	LOW	1	2	3	4	5	HIGH	EASY TO UNDERSTAND Clear what it is/ Everyday Words
Unachievable/ Unrealistic success picture	LOW	1	2	3	4	5	HIGH	DOWN TO EARTH Achievable/Realistic success picture
Forgettable	LOW	1	2	3	4	5	HIGH	MEMORABLE Differentiated / "Sticky"
Leaves you feeling bad	LOW	1	2	3	4	5	HIGH	POSITIVE Leaves recipient with good/em-powered feeling
Only for the benefit of the communicator	LOW	1	2	3	4	5	HIGH	CREDIBLE In their best interests
Sent/said to anyone	LOW	1	2	3	4	5	HIGH	RELEVANT Meant specifically for the recipient

Figure 21: The Authenticity Scoring Tool