



MECLABS
INSTITUTE

CERTIFICATE OF HYPOTHESIS

Control as of 02/02/2026:
<https://www.travelleaders.com/>

Travel Leaders Network

IF we combine proof-first selection with an explicit high-stakes protection promise *without adding complexity*,

BY presenting review proof as the headline (credibility) and expressing trip protection as the subhead (meaning) while keeping the first action a single clear step (browse matched specialists),

WILL increase overall connect-start rate more than proof-only messaging,

BECAUSE proof answers “Can I trust this?” while protection answers “Why do I need this?”—together strengthening value and reducing anxiety, provided we do not add friction.

02/03/2026

Date

Flint McGlaughlin
Director