



Brilliant Testimonials Toolkit

Let Your Happy Clients Do the Talking!

*~ A Step-by-Step Guide to Gathering Snappy Testimonials
that Bring you More Clients ~*

By Martha Carnahan





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About Martha

(And why should you listen to what she has to say about gathering testimonials?)

Martha Carnahan, PCC, CPCC, founder & principle of BrilliantVisions, LLC, is a business & life coach, a marketing strategist... a champion of small business owners who want to build a **thriving business without squeezing the life out of their lives.**

With a gift for putting people at ease, Martha helps her clients get crystal clear about their purpose, values and strengths, and sparks the action and learning that brings fulfillment and success. The focus of Martha's coaching is not just on achieving a goal, but **creating lasting change** through gentle internal shifts.

As a journalist, marketer and coach, Martha blends her 25+ year career in marketing communications and business strategy with her strengths as a certified professional coach (credentialed through the International Coach Federation).

Which comes first, business or life? Both! When you work with Martha, you'll be enriching the life of your business... *and* the business of your life.

Martha has gathered hundreds of testimonials for professional services clients covering many service industries – consulting, architecture, engineering, accounting, technology, insurance, construction, associations and coaching. **She developed a highly successful process** and was invited by PKF North America, an association of accounting firms, to conduct an instructional webinar for its member firms. Not just once, but for a command performance two years later. This process works!

"We are generally do-it-yourselfers but it really makes sense to have someone outside the organization interview your clients so you can get their true feelings about us. Martha was able to get some of our best clients to talk about why they like doing business with us. She parsed great quotes from them, which we consider an important part of our website."

~ Scott A. Mitchem, CPA, Partner, Price Kong & Company, Phoenix, AZ





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Prospective clients remain just that – *prospective* – until your sales and marketing process hooks them into making a decision to become a paying client. That decision-evoking hook dwells beyond mere bullet points touting the benefits of your services. A prospect’s decision to hire you depends heavily on your ability to provide irrefutable evidence of your trustworthiness, reliability, integrity, authority, technical ability and your sincerity in walking the talk of your marketing pitch.

Indisputably, the words of others praising our merits carry far more weight than our own words about ourselves. This is why testimonials – ***authentic comments from clients who have experienced you*** – are one of the most powerful tools for gaining the trust of your prospects and converting them into clients.



The Obvious (and Not-So-Obvious) Benefits of Testimonials

Most business owners understand intuitively that testimonials are a valuable marketing asset, yet many put testimonial gathering on the back burner. It becomes one of those “important but not urgent” activities. Some business owners resist because they feel it is immodest to ask clients for praise. (Quite the opposite: you’ll be enhancing your happy clients’ experience by allowing them to give voice to their impressions of you.) Take a second look at this no-brainer marketing tool and you will see that testimonials yield strong benefits at miniscule expense, and your clients will actually *enjoy* helping you – the process, done well, builds stronger relationships.

Here are a few compelling reasons to begin creating your inventory of client testimonials:

Credibility – We simply believe another person’s touting of a business more than anything the business may say on its own behalf. Testimonials provide *external* evidence of your success and abilities.

TIP: Get your clients’ permission to use their full name, title and company name along with their quote. Attributed quotes have more impact than anonymous ones.



Testimonials are Mini Stories

Stories evoke an emotion. They engage your listeners' hearts as well as their minds, bringing information to life! Facts and statistics are the commodities of our info-centric world. Telling great stories adds a fresh voice to the party.

People tend to remember stories more readily than they remember facts (or those marketing bullets on your website).

Human Interest – True stories from relatable people are always more compelling than straight-up information. When skimming your brochure or website, it's a certainty that your audience will read quotes from other people before they read your carefully worded marketing copy.

TIP: Put your best testimonials in prominent places on your website, brochure, proposals and other marketing materials.

Trust – Testimonials show your prospective customers that you are trustworthy with other clients who are willing to publicly brag about you.

TIP: Strive to create testimonials that convey specific benefits and results – these are more powerful than generic-sounding comments and come across as more authentic.

Community – People have a natural inclination to belong to and be part of successful ventures. By displaying your happy clients and how they feel about you, you invite new joiners into the fold.

TIP: Be strategic about gathering testimonials from your ideal clients so that you attract more just like them.

Client Retention – When your already happy clients are asked to participate in your marketing process by providing testimonials, they are essentially committing publicly to being avid fans. This strengthens the bond just a bit more. Plus, while they are providing the testimonial and reflecting on why they love working with you, they are **reminding themselves** of why they love working with you.

TIP: Make the process as easy and painless as possible for your clients – when they enjoy the process, they increase their loyalty.

Testimonials are a tangible way to tell your company's story. Think of your collection of testimonials as a patchwork quilt, each little phrase and story from your clients adding up to a larger story that blankets your target market with a rich and robust narrative about you.



10 Steps to Gathering Testimonials Efficiently & Effectively

Testimonial gathering should be an ongoing process – make sure you ask clients for feedback at the end of every engagement. And as clients spontaneously give you positive input via email, social media, telephone or in person – make it your mission to collect and record their comments and obtain permission to use their words in your marketing process.

Create an electronic file where you can store every testimonial you gather, plus the written permission to use them. Even copy your LinkedIn recommendations here. This document will be an invaluable library of your pre-approved testimonials – ready to use at a moment's notice.

If you have not collected many – or any – testimonials from recent clients, it's time to make a formal project out of it. Here is how to get started...

“A testimonial is an authentic public statement of results from someone who has experienced your company's services.”

~Martha Carnahan

- 1. Make a List of Your Happy Clients.** Ideally, this will be ALL of your clients! It's a good idea to have testimonials from a variety of client types so that you have a diverse collection to draw from for different purposes. Begin with those who you know to be chatty and who have been forthcoming with praise and positive comments in the past (some folks are just more naturally expressive than others).
- 2. Seek Out Strong Influencers.** These folks are super well-connected and highly respected in your industry. Having a testimonial from such “rock stars” can elevate your status with your target audience. (When you pick up a book from a lesser known author, aren't you even a little impressed if they have a famous author as one of the reviewers on the back cover?) Of course, you want their sincere, authentic participation, and depending on how famous they are, it could take some doing to get them to help you out. Even if you have to give away a sampling of your services for free to this person, do it! Because their influence is worth much more to you than their money.
- 3. Decide Who Will Gather the Testimonials.** You may choose to do it yourself. But asking a trusted assistant or marketing provider is a great idea – ideally, you want someone who is



knowledgeable about the services you offer, but who has not had ongoing contact with the client, so the client can feel more free to be candid. The person should have excellent written and verbal communication skills and a knack for building rapport with people. If you don't have the budget to outsource, it's still fine to do this yourself.

- 4. Grease the Skids.** If you do outsource your testimonial gathering, be sure to begin the process by paving the way for your assistant. Tell your clients that your assistant (name him or her) will be contacting them to get input for marketing materials. This will greatly improve your clients' responsiveness to your assistant.
- 5. Say the Magic Words.** Once your client has agreed to participate, make contact quickly, while she still remembers what she agreed to. Use email to make the first contact, followed up by a phone call if necessary. Ask the client for an appointment to conduct a phone interview that will be no more than **nine minutes** in length. Why "nine minutes"? These two magic words show that you truly intend to respect their time. Saying "ten minutes" is so cliché, no one really believes such a call will only take ten minutes. They will say "yes" to nine minutes. The key is to stick with it and make good on your nine-minute promise. Respecting your clients' time is vital to creating a positive experience for them.





Modesty Serves No One

Years ago, I did a casual survey of businesses that were not using testimonials in their marketing.

The main reason they were ignoring this strategy? "It feels immodest," many said.

*As you are gathering testimonials, remember that you are simply sharing stories. If you do it truthfully, without being boastful or arrogant, the story can **inspire** your current and future clients.*

Being humble can sometimes look like false modesty. We notice and it's icky!

Put another way:

"Humility is like underwear, essential, but indecent if it shows." Helen Nielson

- 6. Be Conversational.** Call at the appointed time and be sure to honor your nine-minute time agreement. Keep the interview conversational and use open-ended questions. It is perfectly okay to "lead the witness" so that you get what you want. Examples: What have been the most notable benefits of using Peacock Enterprises' services? What makes Brilliance, Inc., unique? How has your business improved as a result of the work we did for you? Try asking them to describe a metaphor that conveys their positive experience with your company. Take good notes. Capture their words as accurately as possible – if necessary, audio record the call (tell them you are doing this at the beginning of the call, since it is illegal in many U.S. states to record a phone call without getting prior consent).
- 7. Write the Quote.** Base it on what the client has said. Keep it brief and pithy. Use interesting words and colorful phrases – as long as it's believable for the client (and they'll get final approval anyway). "Colorful" will look different from one professional arena to the next and depending on how conservative your target audience is. The secret is to understand your audience and then just push the envelope a little. You want to raise the bar, not hit them over the head with it!
- 8. Get Permission.** No matter what, always give your clients a chance to review their testimonials before you use them in any of your marketing materials. You want them to feel proud of how their comments are portrayed. Get permission *in writing*.
- 9. Say "Thanks"!** Be sure to thank your client for their testimonial and take the time to show them the end result – show them how you are using their words in your marketing materials. This helps them feel appreciated and more fully involved in the process.
- 10. Manage the Speed of the Experience.** Once you complete the interview, immediately write a testimonial draft and send it to the client for approval. Don't let it sit – you may forget what they said or the subtleties in the tone of their voice during the interview. It's a good practice to actually block out extra time right after each interview to do this. If you are slow to send them a draft, they may lose interest and delay approving it. Don't procrastinate, don't put it off. Lickety split, it's done!



Please Don't!

Just a few things to stay away from... no matter how tempting:

- 1. Don't Rely on Client Satisfaction Surveys.** These can be great for general input and to get a conversation started with your clients. But it's tough to get people to fill these out and when they do, they want to get it over with fast! Don't count on combing through surveys to get good testimonials. Some folks will take the time to write a comment, many will not. If you do use satisfaction surveys, make follow-up phone calls to clients with the highest ratings (the most ecstatic people!), where you can delve deeper into why they are happy clients and elicit a great testimonial.
- 2. Don't Ask Your Client to Write the Testimonial.** Asking your clients to do the writing puts the monkey on THEIR backs, and puts you in a position of "demanding" something from them. Not great client relations. A better way is to interview them, do the writing for them (in *their* voice, using *their* words) and get their approval of your write-up. You can make the points you were hoping they would make and you have more control over the message. (And you avoid awkwardness if your client is a terrible writer.)
- 3. Don't Use Fake Testimonials.** If you get caught, it will be highly embarrassing and could be a reputation set-back. Fake one-liners are easy to detect. Frankly, they end up sounding like late-night infomercial fodder. I want you to feel great about the messages you are putting out into the world. I want you to be able to sleep at night. Plus, if you skip the process of collecting the testimonial from your client, you miss out on a great relationship-building encounter.
- 4. Don't Skirt the Law.** As a responsible marketer, it's your duty to understand the law. Read up on the FTC Endorsement Guides (16 C.F.R. Part 255), which were updated in October 2009 and put limitations on how you can use testimonials. Transparency is key. You can't pay someone to endorse you, or give them a steady stream of free product in return for their endorsement. Read: <http://www.ftc.gov/opa/2009/10/endortest.stm>. You may also want to view this video overview by Mary Engle, Associate Director of the Bureau of Consumer Protection: <http://www.youtube.com/watch?v=DBMlq3R85Xk> (or search for "FTC Endorsement Guides" on YouTube.)



Ready-to-Go Templates

Sample Request Email (2 Versions)

The most efficient way to contact your clients to start the process is via a simple email. An email is quick and cost-free, and it's in close proximity to your recipient's electronic calendar (if they use one), so they can schedule a phone appointment with you immediately. Initiating contact by email is a great way to "warm-up" the client and give them a chance to absorb your request without feeling put on the spot, which a phone call tends to do.

If you don't get a response to the email within a few days, place a follow-up phone call. If, after a couple of follow ups, the client isn't responding, it is likely that they do not really want to participate, and are reluctant to say so directly. Be gentle in your follow-ups and let it go if they continue to avoid participation. Remember, you want this to be a pleasant experience for the client, so by all means, stop well short of becoming pesky!

TIP: Let them know how much time you need (nine minutes, the magic words!), and provide specific timeslots that you are available – this cuts down on back and forth scheduling attempts. If you use an online scheduler, even better. Also, referring to the client's phone number in your note gives them a chance to correct you if there is actually a better number to use – again, avoiding the phone tag game.



Assistant
Version

Version 1: Sample Request Email to Use If You Have an Assistant Gather the Testimonials – In the sample template on page 12, Pat Clarke is the business owner who has already spoken with the client, Jane Johnson is the marketing assistant who is gathering the testimonial and Rick Williams is the client.



Do-It-
Yourself
Version

Version 2: Sample Request Email to Use When You Gather the Testimonials Yourself – In the sample template on page 13, Pat Clarke is the business owner and Rick Williams is the client.



*From: Jane Johnson
To: Rick Williams
Subject: Project for Peacock Enterprises*

**Version 1: Request Email to Use If You Have an Assistant Gather the Testimonials.
Pat = Biz owner; Jane = Assistant; Rick = Client**

Hi Rick,

Pat Clarke provided me with your contact information.

We are working on enhancing our marketing materials and would love your input as one of our most important clients – Pat may have mentioned that I would be contacting you for a phone interview. I am interested in hearing about your experiences with Peacock Enterprises. Your comments will help us shape our marketing message.

I'd love to set up a phone appointment that would last no more than 9 minutes, to ask a few questions about what you like about working with Peacock Enterprises, the benefits you have received as a client, improvements or enhancements you have experienced through Peacock Enterprises' process and services. And anything else you would like to add, of course!

Hopefully we can connect in the next week or so. As of now, here are some available time options for me this week:

Tuesday: anytime between 9am – Noon EST

Wednesday: anytime between 9am - 11am Or, between 1pm - 5pm EST

Thursday: anytime between Noon - 2pm Or, between 3pm - 5pm EST

Hopefully there is a workable time in here – please let me know and I'll set it up as an appointment. I will call you at the appointed time, at the number Pat gave me: 000-000-0000.

Thanks very much... I look forward to speaking with you!

*Jane Johnson
Marketing Assistant
on behalf of Peacock Enterprises*



*From: Pat Clarke
To: Rick Williams
Subject: Project for Peacock Enterprises*

**Version 2: Request Email to Use When You Gather the Testimonials Yourself.
Pat = Biz owner; Rick = Client**

Hi Rick,

We are working on enhancing our marketing materials and would love your input as one of our most important clients – I am interested in hearing about your experiences with Peacock Enterprises. Your comments will help us shape our marketing message.

I'd love to set up a phone appointment that would last no more than 9 minutes, to ask a few questions about what you like about working with Peacock Enterprises, the benefits you have received as a client, improvements/enhancements you have experienced through Peacock Enterprises' process and services. And anything else you would like to add, of course!

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Hopefully there is a workable time in here – please let me know and I'll set it up as an appointment. I will call you at the appointed time, at this number that I have for you: 000-000-0000.

Thanks very much... I look forward to speaking with you!

*Pat Clarke
President
Peacock Enterprises*



Sample Phone Interview Script

“Script” is a misleading word here, because you want the interview to be conversational. You don’t want to come off like a telemarketer. It’s very much okay to go “off script,” because you want to follow the lead of the caller. If they have something interesting to say, go with it! Same cast of characters: Pat = Biz owner; Jane = Assistant; Rick = Client.

Jane or Pat: *Hi, Rick, thanks for taking the time for me today. Is this still a good time to talk?*

Rick: *Yes.*

Jane or Pat: *Great. Well, as I promised in my email, we will keep this to 9 minutes or less – unless you are having such a great time, you want to continue!*

Rick: *Okay!*

From this point, we want Jane/Pat to conduct the interview in a conversational tone. Be careful about sounding like a robotic question-asker. If the client makes an interesting statement, ask a follow-up question. Follow the energy of the client. If their tone of voice changes, ask about it (e.g., “You sound enthusiastic about that! Say more...”) If you don’t get to all of their questions, that is fine – you will know during the call if you are getting “juicy” stuff or not. Don’t forget to take detailed notes!

Sample Questions (don’t try to ask all of these, you will wear the client out and run out of time!):

- *What prompted you to hire Peacock Enterprises?*
- *How has your overall experience with Peacock Enterprises been?*
- *Please describe a specific situation where Peacock Enterprises has helped you achieve notable results.*
- *How much money have our services saved (or earned) for you? How much time have you saved by working with us?*
- *How has our service made your life easier or better?*
- *What makes Peacock Enterprises unique, compared with other companies you might have hired?*
- *What attributes of Peacock Enterprises would you want to convey when making a recommendation to a colleague?*
- *And the last question to ask: What else do you want to make sure I know about your experience with Peacock Enterprises?*

Jane or Pat: *Okay, that is very helpful – thank you so much for your time. I will write up a testimonial based on your comments and send it to you for approval in the next hour or so. We want to be sure you are happy with it before we use it.*

Rick: *Thanks!*

End the call... and again, be mindful of keeping it to nine minutes. If you notice you are getting close to the nine-minute mark, stop the conversation and ask the client if it is okay with them to continue. Always give them the choice.



5 Practices to Put Your Client at Ease

Most of your clients will be thrilled to help you out. Above all, you want to enhance your relationship with the client and make the process pleasant for them. Here are a few tips to build rapport with the client and ensure they are comfortable with the process:

- 1. Give Them an Out.** Let them know this is only a request and, if they decline, there will be no hard feelings. Never create the impression that you would be disappointed or in a bind if they turn down your request. Communicate clearly, up front, that you will only need nine minutes of their time for the interview, because you respect their time.
- 2. Do the Work for Them.** Tell them that you will be writing a draft testimonial for them, based on the interview. Be clear that they will get to edit what you write, but they won't have to take on a writing burden. (Unless they *really* want to!)
- 3. Give them Control.** Let them know that they'll have complete control over what the testimonial says and that they will have final approval before you use their quote in any materials. Some companies will require that the quote be vetted by their legal department.
- 4. Practice Good Listening Skills.** Rather than just hearing their words with your ears, listen with your "energy." Sounds a little strange, but literally put yourself "over there" with the person on the other end of the phone. Imagine what they look like, even if you have never seen them. (If you can find a photo of them online, that can help. Try their website or LinkedIn profile.) Listen to what they are *not* saying, as well as what they are. You will pick up little clues that will help you ask better questions along the way. This requires your intense attention to the call. Make sure you are calling from a room with no distractions in the background. Listen for their energy level, for their enthusiasm. (Be sure to follow that energy, because it will take you to a great comment!)
- 5. Be Sensitive.** If you provide a service that calls for discretion, or are in a highly competitive niche that requires client confidentiality, you can still make use of testimonials, but may have to use the individual's initials or withhold their identity altogether. A real name is better, but not at the cost of exposing clients who want or need to remain anonymous – always give them the choice.





Poetic License Creates a Win-Win Testimonial

It is perfectly okay for you to write the testimonial yourself. In fact, it is preferred. You'll get what you want and you'll save the client from having to go to the effort. The key is to listen carefully to them during the interview, take accurate notes and write a testimonial that rings true with *their* unique style of communicating. Use the spirit of their language so that it sounds like something they would really say. Indeed, it is a fine line between having the client look good in writing and creating an authentic quote.

I had one interviewee who said, "They are great about giving you the straight poop." I laughed at the comment, but of course changed his exact words while still reflecting the essence of what he wanted to say. The cleaned-up version became, "They are great about telling you like it is." (Client looks good *and* the testimonial is accurate!)

Write testimonials that demonstrate details about results and benefits the client received. Try to include their feelings about you or your company.

A few examples...

"XYZ's knowledge and understanding of our business is a great asset when it comes to expediting our annual audit and keeping costs to a minimum. I would recommend them to any construction firm without reservation. I'm also very impressed by the depth and diversity of expertise of the members of the firm."

~ Joe Jones, Sr. Project Manager, Jones Construction, Inc.

"We've had a really positive experience working with Vanessa. She is thorough, accurate, diligent and straightforward – a pleasure to work with. She listens, and responds quickly and timely. Since working with Vanessa, we've exceeded our revenue goal by 14%."

~ Susan Green, President, Green, Inc.

"The professionals at Brilliance, Inc., are amazingly responsive, which is critical to us because they are able to keep up with our quickly changing business. They have also helped us streamline our systems, wade through confusing regulatory issues and have taken the load off of us."

~ Mary Watson, CEO, Watson Enterprises, Inc.



What to Do With Your Testimonials

Now that you have collected some great client testimonials and have obtained *written* permission to use them, it is time to put these powerful quotes to work!

Websites

One option is to gather your testimonials into one big list and have a navigational link called, “Testimonials,” or “Client Comments,” that visitors can click. (I call my testimonials page “Raves,” which fits the casual style of my website.) A more dynamic approach is to sprinkle testimonials throughout your website – make sure there is one prominently displayed in a consistent place on every page. A mix of both approaches is ideal.

Proposals

A great place to use your testimonials is in your proposals. While you are pitching services to a new prospect, let your client fans chime in via their pre-approved comments. You can place them in a graphically enhanced box somewhere on the page, or perhaps float them in an extra-wide margin, in a slightly different font to make them stand out. Use one testimonial every 2-3 pages. Be delicate, not overbearing.

TIP: When you have a variety of testimonials to choose from, it is much easier to find a nice selection that works well in a proposal to your specifically targeted prospect. Another great reason to build up your testimonial inventory.

Brochures

Of course you will want to use testimonials in your brochures and other marketing materials. Keep it natural – let client comments accentuate the key points in the brochure. You may want to use the testimonials as a design element, using very large quote marks, for example, or stylizing the type in an artistic way.

Social Media

There are so many dynamic possibilities for incorporating testimonials in your social media channels. YouTube is great for your video testimonials – just remember to keep the clips brief. Attention spans

Audio & Video

Put audio and/or video testimonials on your website.

This is quite easy to do, using one of the systems on the market today. (Try Audiogenerator.com)

For both audio and video, keep them short, 30 seconds to 1 minute.



are quite short when it comes to video. You can strike up conversations with clients in your Twitter and Facebook feeds. As you interact, take note when your clients say anything positive about your company. If they do, quickly thank them on the publicly and also send them a *private* note, to the effect of, “Thanks for your kind tweet today! May I use this in a testimonial?” When clients say nice things about you, go ahead and re-tweet, share, spread it around! Most of all – be generous with your praise and acknowledgement of them. That shows up loud and clear.

Other Places to Use Testimonials

There is really no limit to where you can use testimonials. Here are a few other ideas...

- Tradeshow display booths
- Email auto-signatures
- A table-top display sign in your lobby waiting area
- Display advertising
- Direct mail campaigns
- Imprinted on a “giveaway” item
- The sky’s the limit!
- Hmmmm... how about sky writing?

Above all, USE them! Your testimonials serve no purpose if you only file them away on your hard drive for some “future” use. Be proactive and make a plan to put your testimonials to work right away.

Additional Interview Outcomes

It is best to focus on just one outcome for your interview call so you don’t dilute the purpose. However, once you have a key client on the phone, you may want to incorporate one additional question that can help you with other marketing projects. But no more than one question. And



keep it very short and simple. If you want to toss in one market-data question, fine. But don't add an entire research study to your testimonial gathering call. Stay focused on the one purpose of your call.

Here are some "bonus" outcomes that may emerge from your testimonial-gathering call:

Case Studies

Ask your client to paint a more detailed picture of the "before" and "after" scenario of working with your company. This takes a little longer than a nine-minute testimonial interview, so let your client know the call will be 26 minutes.

Market Concerns

Ask a question about your client's hot buttons. For example, "Client, what is one of your most pressing concerns in running your business?" Or, "What worries are keeping you awake at night?" Knowing your clients' current hot buttons will help you serve them better and will help you write more compelling marketing messages.

Discover Disgruntled Customers

Even though you are selecting your "happy" customers for testimonial gathering, don't be surprised if you hear at least one complaint along the way. The client may be generally happy, but got just a little irked about something. If they bring it up during the call, you can bet it is important to them. This is a golden opportunity for you to take corrective action right away. Remember, the manner and speed in which you correct a mistake (even a perceived one) can actually build a stronger relationship with the client than if you made no mistake at all.



Start Gathering Your Snappy Testimonials!

Now you are armed with everything you need to gather a healthy inventory of testimonials for your marketing. Go get 'em!

Ideally, you will create a routine of getting a testimonial after every client engagement. But you may want to focus a burst of time and energy on gathering a bunch right now. This can quickly and powerfully infuse your marketing program with energy and lift your spirits – it's really wonderful to hear what your happy clients have to say about the results you help them get.

Feel free to contact me if you have questions after putting this **Brilliant Testimonials Toolkit** into action. Lots of ways to connect:



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Join the BrilliantVisions Facebook page: www.Facebook.com/BrilliantVisions for lively conversation, inspiration and all sorts of goodies.



“@” me over on Twitter: www.twitter.com/Brilliant_Biz (@Brilliant_Biz)



Let’s connect on LinkedIn: www.linkedin.com/in/marthacarnahan