

Client Testimonials

Once off-limits for some small businesses, endorsements and testimonials are now a necessity for staying competitive. They are an excellent way to build trust with prospective clients.

Ideas

Here are a few tips for creating a high-impact, low-cost client testimonial program.

1. Use different tactics

This isn't a one-size-fits-all endeavor. Your endorsements and testimonials should be provided in numerous ways: Ads, case studies, digital media (emails, newsletters, podcasts), social media (think Google and Trustpilot reviews, etc.), videos, and written communications.

2. Gently Coach Clients

Testimonials should not be a re-hash of the services you provide. That will make your firm sound the same as everyone else.

Instead, have clients describe their transformation from before till now. Have them authentically share their journey and how working with you has altered their lives for the better.

3. Be Patient

Don't throw in the towel on testimonials too early. It's not a secret; marketing is hard work. Testimonial marketing takes time before it begins producing results. .

4. Testimonials + Referrals + Introductions = New Revenue

The more testimonials you have from happy clients, the more referrals and introductions you'll receive. High-quality testimonials ensure you receive the types of prospective clients you want.

Lastly, don't be bashful about asking for testimonials.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit www.referralsafe.com/asktra frequently for new additions.