



Help Them, Help You

Sometimes, in order to get biz-buildin' testimonials, your clients need a nudge in the right direction. Very few clients will turn down free publicity, especially if you offer to set it all up. Asking the right questions will help you communicate with your future clients, through your current ones!

1. What was the business goal of the project (for the client) and what problems did the project help overcome?

2. What kind of value did I bring to my client's business?

3. How has my work on this project benefited my client's business? (Keep in mind the goal of your client!)

4. What questions should you ask your client come testimonial time? (Great testimonials are specific, business result oriented and highly credible!)

CONVERSATION STARTERS - FOR YOU TO CUSTOMIZE

- What specific results have you seen since we began working together?
- What did you initially want this project to do for your business? Were your expectation met?
- How has my work/advice solved a problem or overcome a challenge for your business?