

STEP UP SERIES

Strategies, Tactics, Evaluations, Principles to Upskill & Progress
(The Official Weekly Business Newsletter By Shanker Viswanath)



Testimonials Grow Your Business

So often we don't utilize one of the most persuasive selling components in our marketing materials – the words of our own clients. Many creative people have wonderful testimonials from clients, but never use them for fear that they are “bragging” or that it is “too self promotional.” Well of course it's self promotional! That's what good marketing is!

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Testimonials are even more crucial for creative businesses because it is more difficult for the average person to set a value on most arts related items and services. Seeing others talk about the value of working with you will help them more readily understand the value of your work. If your client doesn't come running to you with a testimonial, then ask her or him for one. There is nothing wrong with that and most clients are honored you asked them.

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The best testimonials are ones that show a measurable goal has been reached and uses language that your potential clients can identify with.

If you have testimonials, but they are not measurable, then they aren't as persuasive as they need to be in order to sell a future client. To get measurable testimonials, all you have to do is ask for them.

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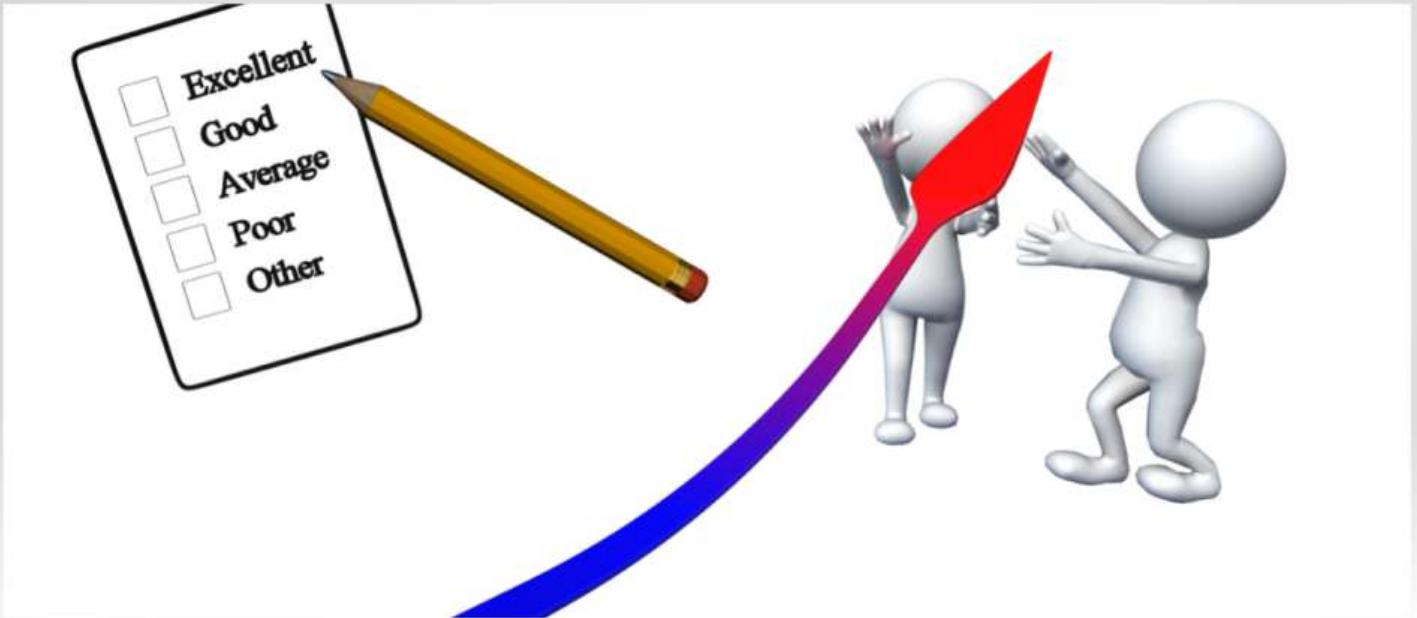
If you receive a testimonial from a client that isn't measurable and doesn't show a specific example of how that client has improved since working with you, then thank the client for the kind comments and ask him to narrow down the success to one or two specific items that are improved due to your work together.

You can respond with something like:

“Thanks for your feedback. It's wonderful to hear about your success. What specifically has improved during our work together? Were you able to measure the difference?”

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The more measurable the testimonial, and the more the client speaks in his own words, the more persuasive it is to the potential client, and the easier it is to generate new business.

Review your client list and look back over recent projects. Ask your best clients for measurable testimonials. It's a whole lot easier than making a cold call!