

Testimonials in 2 Days

1. Read these notes

Get three testimonials in two days. Your task, if you don't already have testimonials, is to get three good testimonials (from your most successful clients) in the next two days. You will be able to add more later.

Your prospective clients want proof that you can deliver. Third person recommendations (testimonials) are very powerful convincers for prospective clients you can help them. A must for your website.

How to Ask for Them. Your best bet is to make a phone call (instead of email). I find email rarely works. Calling is faster, easier, and less time consuming for both you.

Ask your best clients. The ones with the best results will provide the most detail and be most excited to help you. Testimonials from your best clients also represent your best abilities and outcomes to date. A great testimonial will build a prospect's confidence in you being able to help them.

IMPORTANT: Ask them to be specific. When you ask your questions and you get something like, "I'm very happy with the results and you are a great builder." Ask them to be more specific by saying, "And what's the best part of that?" or, "And how has that been helpful? What was the end result of this?"

EQUALLY IMPORTANT: Measurable (ie number specific). If you can put responses into numbers, it is more believable and specific and real. For example, "Once our renovation was completed we planned a family fun evening in the new living area. The space worked so well, we have had 4 such events in the last 3 months."

2. Start calling with this script and ask these questions.

1. Here's what you can say when you call.

"Hi Jane ... (really quick small talk if any). I'm building/updating my website and I want to put some client testimonials on it. I really enjoyed working with you and would love it if you could

attest to our help. I have a few short questions that should only take a few minutes. I will jot down your answers, draft up a testimonial and send it to you for your approval right after this call. Can you help? [Jane:Yes] Ok great! I appreciate lots of details! Ok, here's the first question, ... "

2. The three questions to ask:

--- Type 1 - Ask them about their situation before starting to work with you. (Their situation before meeting you)

"So please tell me about your situation before you contacted us."

"What was it you were wanting to achieve?"

What were your biggest concerns about the process? ...about builders"

--- Type 2 - Ask about the work you did together. (What you did)

"When we were designing/building for you, what did like about our company?"

"What about the way we kept you informed. Did you find that helpful?"

"How did you find our communication with you?"

If you have a special way of working ask, "In my work, I believe the best workers are tidy workers. What did you find most helpful about this philosophy in our work?"

If you have a unique competitive advantage, ask about it "How did you find our [international team, for example] helpful?"

If you have a niche, ask about it "What was most helpful about our 10 years of experience in renovations? "

--- Type 3 - Ask them how they feel about the outcome. (The benefits)

"How do you feel about your new home/renovation?"

"What special feature do you appreciate most?"

"What did you find was the biggest benefit of working with us?"

"What's the best part about that?"

There is no better time than the present. Call them all now, even if you have to leave a message.

If you have to leave a voice message, then tell them something like this, "Hi Jane, I need your help. I'm building/upgrading my website and I'd love to use your testimonial on it. I'm looking for a few minutes of your time to ask you a few questions. If you can call me back as soon as you have time, I'd appreciate that. My phone number is 555-555-5555. I await! Thanks."

And remember to write up the testimonial for each of them immediately after the call and

send it to them for their approval.

Enjoy!

Action step -> Call one right now, even if you have to leave a voice message.

3. Write them up right after the call, like this.

Write up the testimonial immediately after the call and email it to them for approval. When writing the testimonial, use the same format: Situation before, What You Did, The Results.

1. **Situation before.** Explain what the situation was like before your client started working with you. Give specific details on their aspirations, concerns and frustrations. Get the resulting impact and feelings as well. For example, if a client is tired of a cold damp house, the impact could well be poor health of children leading to them missing school.
2. **What you did.** Explain what you (and they) did. Talk about the services you provided to address their concerns. You may want to include why this was awesome for the client -> that is, the impact.
3. **The Results.** Describe the benefits this client got. Give specific details.

Some Examples

“We had a tight schedule since we were planning a long overseas trip and wanted a builder that could meet our completion time. When we met with Mark we were impressed with his punctuality, his questionnaires and his planning tools. During the build he set himself and the sub-contractors a strict schedule and despite the winter build he absolutely stuck to this – even when we thought it would be impossible. We noted that he had chosen people of high integrity to work with him. We were thrilled that the build not only came in on schedule but kept almost precisely to budget. We love our new home.”

“While having small alterations done on our bach, we discussed our thoughts for a new home incorporating our current bach. But we lived 2 hours drive away and needed someone to handle the whole project. Oakland Homes worked with us from concept designs right through to construction, listening to us, and making the changes to meet both our current and future needs. Even though we made only occasional visits, we had complete trust in their professionalism and organisational skills. The whole process from plans to building completion ran very smoothly. We now enjoy our new home so much, that we make the most of every opportunity to be here.”

“We wanted to build an American style barn with a sleep out that reflected ideas not usually used in a building of this type. We needed a builder who could take our ideas and turn them into a practical reality, whilst ensuring that we did not exceed our budget - someone who could adapt to our plans, accommodate our input (with some of the things we were able to supply and contribute). Oakland Homes took our ideas and preferences and turned them into a practical reality, whilst ensuring that we did not exceed our budget. They produced quality work whilst taking on our last minute ideas and changes and were pleasant and efficient to deal with. We are excited about the outcome and have exactly what we wanted – even more so!”

“When we began to investigate possible building options and house plans, we knew we needed a builder in which we would have confidence. Our lifestyle block is quite steep in parts and we wished to take advantage of the views with a two storey building. This created some engineering challenges, but Peter showed us other similar homes he had built in our area. He handled the engineering, design and construction with utmost professionalism, making what could have been a difficult process very easy. His advice and guidance leading up to and during the build was much appreciated making our first experience of building a house a most satisfying one. The house was completed on time and on budget and we are thrilled with the end product - as are so many of our friends who have come to visit.”

The more detail about the client, the better the testimonial. I recommend getting as much detail as you can about the client to share with the testimonial including photo, address, job title, etc. However, you want to respect privacy.

The length of the testimonials above is a good size for your website. If you can make them that size, it will work well.

Action -> write up the testimonial and email it to the client for confirmation.

5. Get additional info

Get photos for each client.

The more detail about the client, the better the testimonial. I recommend getting as much detail as you can about the client to share with the testimonial including photo, address, job title, etc. Get details relevant to your target market - for example, if your best clients are middle income families, then the ages of children could be good to include.

You can usually dig up their photo from an online profile (Facebook, LinkedIn, etc). If not, email them and ask if they have a photo they've recently used online they could quickly send you.

However, you want to respect privacy.

In some instances, e.g. public figures, they don't want certain information public. So their photo and last name can be left out. But, remember, the more detail, the more credible the testimonial.

Get as much of these as you can:

- First name, last name
- Location
- Job title, role, or other title.
- Photo
- Relevant details

What if you don't have super-awesome testimonials?

No sweat! You'll get those in time as you grow your business. Do the best you can. Get the testimonials anyway. In what you do, even if it's small, there's momentum created and that's worth A LOT.

Action -> Hunt down their picture (from a social profile) and ask them if it's OK to use it. If not, for them to send you a better one. Also gather up the additional details.

Done