



Testimonials: Sharing Client Love

Learn how to use powerful testimonials to call in new ideal clients and learn the type of results that will magnetize them the most.

(Thought Leader Content)

Step 1: What is your direct offer? We want you to be selling NOW!

****Note - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)**

- Do you have testimonials on file for this offer already?
 - If yes, let’s pull some powerful one liners (Step 2).
 - If no, let’s gather them (Step 3).
 - If your offer is new, no worries! (Step 4).

Step 2: What is a powerful one liner you can pull from an existing testimonial?



“In just a few hours, Shannon turned my expertise, ideas and goals to launch my first group coaching program into reality. Together we designed a group program series to profit and scale. I left our 1/2 day session feeling confident and armed with a full plan of attack. The program launched and SOLD OUT without a hitch! I even ran the program twice after my initial launch with minor enhancements. Shannon brought her zone genius that made the process dynamic and FUN—and helped me add an extra \$27k to my business.”

Roxana McKinney
Women, Wealth, and Worth

Step 3: What is the testimonial framework you can use to get POWERFUL, SPECIFIC testimonies as to what it is like the work with you?

We would greatly appreciate a small commitment of your time in answering the following 4 questions:

What solution were you looking for when you enrolled in the Content Personality® Club?

What did we provide that you valued the most?

What has been the result of working with us in that program?

What would you tell others who might be interested in working with us to refine and enhance their messaging using their Content Personality®?

Step 4: New to this type of work/offer and don't have testimonials yet? Do not despair!

Here are the top three results you can expect when you work with me...

1. Increase clarity in your messaging, resulting in more inquiries from your ideal clients
2. Learn a fun and easy way to market your business using your Content Personality®
3. Increase your confidence in your content marketing and show up powerfully in your brand

Resources:

S4E2: Joyful Business Insights: How to Get Fantastic Client Testimonials & Reviews [Grow Your Business for Good Podcast]

<https://joyfulbusinessrevolution.com/podcast-402/>