

CHOOSING THE BEST CLIENTS FOR TESTIMONIALS:

A MULTI-SOURCE APPROACH

Here's how to leverage surveys, recent client stories, and Google reviews to identify the perfect testimonial candidates:

NPS SURVEYS:

- **Identify Promoters:** Use your Net Promoter Score (NPS) surveys to pinpoint clients who are "promoters" (score 9 or 10). These are your most enthusiastic clients, likely happy to provide a glowing testimonial.

RECENT CLIENT STORIES:

- **Success Stories:** Look for clients who've recently achieved impressive results through your services. Their stories offer compelling testimonials showcasing the impact you deliver.

RECENT GOOGLE REVIEWS:

- **Positive Reviews:** Review recent Google My Business or other platform reviews. Clients who leave positive reviews are already comfortable publicly praising your work.

COMBINING THESE APPROACHES PROVIDES A WELL-ROUNDED PICTURE:

- **Balance Enthusiasm & Specificity:** NPS identifies enthusiastic clients, while recent stories offer specifics about project successes. This creates testimonials that are both heartfelt and informative.
- **Credibility & Freshness:** Recent Google reviews establish your credibility with potential clients. Pairing these with recent success stories ensures your testimonials showcase up-to-date achievements.

ADDITIONAL TIPS:

- **Target Ideal Client Profiles:** Seek testimonials from clients who represent your ideal customer base. This ensures your testimonials speak directly to the needs and concerns of your target audience.
- **Consider Industry Leaders:** If you work with industry leaders, their testimonials carry additional weight and prestige.
- **Variety is Key:** Strive for a diverse range of testimonials highlighting different services, project types, and client sizes.

