MODULE 11: REFERRALS, PARTNERSHIPS, REVIEWS AND PR

Your testimonial bank

Lesson: Testimonials and endorsements done properly · about 15 minutes

Gather, approve and organize testimonials you can use with confidence.

Your business (name, service, main city):

1. List the testimonials you currently publish. For each, note the client, the year of the event, and whether you hold written permission.

2. Choose three recent clients who match your ideal buyer. Adapt the five-question interview script for them.

3. Draft your testimonial permission email, including where the words may appear and how the client can withdraw.

4. Take one long client answer and write an honest trimmed version. Would the client recognize it as what they meant?

5. **List every partner, friend, employee or creator who has praised you publicly. Write the disclosure each one needs.**

Check: can you now

- Distinguish reviews, testimonials and endorsements and the responsibility each carries
- Collect specific testimonials with a short interview script and a written permission form
- Edit, label and disclose testimonials and endorsements so the general impression stays truthful

One change you will make this week