

## CLIENT TESTIMONIALS

### **The Reason for Client Testimonials**

Client testimonials can be a powerful selling tool for you and your firm. Potential clients like to read about people who were once in a similar position as them (nervous, confused, etc.), but have gone on to have a pleasant experience or benefited from an attorney's work. Like article reprints, client testimonial power lies in the fact that an independent, third party is singing your praises – not you.

### **How to Solicit Client Testimonials**

There is no one way to solicit a client testimonial. However, we have developed guidelines you can use to help you get those winning quotes. Feel free to follow this, or adapt the process to your own style, based on your first-hand knowledge of the client.

#### **Qualifying the Client -- Make Sure You Get the Right Client for the Right Quote**

1. **Think and List.** Think about your clients – past or present --whom you know are satisfied with your work and make a list of those clients.
2. **List Results.** Now that you have a list of clients who are satisfied with your work, list the tangible results you've generated for those clients. Are they satisfied with you because you are their neighbor or have been working with them for 20 years? Or, did you help them save hundreds of dollars in unforeseen closing costs? Try to list note-worthy results that had a direct impact on the client.
3. **Prioritize.** After completing steps one and two above, it should be easy to prioritize the top clients you'll want to contact to solicit a testimonial.

### **What Makes a Great Quote**

Following are some general rules about what makes an eye-catching and compelling client testimonial quote.

1. **Keep Them Short.** The best quotes are usually 50 words or less.
2. **Make Them Specific.** Compelling quotes usually include information about specific issues and/or dollar amounts.
3. **Use Colorful Language.** Did a client tell you he or she was "a ship lost at sea before using your services?" If so, use that phrase; colorful statements always stay with a reader longer.

### **Getting the Quote**

Now that you have a qualified list of clients you want to solicit testimonials from and you know what makes a great quote, you need to go out and do it. But how?

1. **Call in Advance.** You know your client is satisfied with you and your work, so you should feel confident in calling the client to ask if he/she could provide you with a testimonial. Make sure to carve out time in your day to do this. Simply state that you are conducting an informal survey of some of your key

clients and tell them that you would be greatly appreciative if they participated in the survey.

2. **Use the Client Testimonial Questionnaire Form.** With this kit you will find a Client Testimonial Questionnaire Form you can use to help garner the testimonial you are looking for. You can conduct this survey using the form over the telephone, or, if it is more convenient, you could fax or email a copy of this form to your client and have them fill it out. **Note:** The easier you make it for your client, the greater likelihood of a response.
3. **Caveat:** You can ask your clients all or just a select number of the questions listed on the Client Testimonial Questionnaire Form. Again, feel free to tailor this to your own need.

### **How to Use Client Testimonials**

You have a collection of great customer quotes. So now what? Here's what we suggest:

- Place them on your Website
- Frame them in your firm's lobby or receptionist area
- Place quotes on one sheet with your firm's letterhead and distribute with your other marketing materials
- Include a pertinent testimonial with a sales letter to a potential client
- Incorporate quotes into your firm's marketing brochure
- Print or laminate them on text cards and place in your lobby or display at trade shows
- Use quotes in promotional space earned by sponsoring charity events or speaking at business associations.

Following you will find a sample of the Client Testimonial Questionnaire Form as well as a sample testimonial sheet.