

ELI MARKETING TOOLKIT

How to Generate Impactful Testimonials That Drive New Leads

PART 1

Getting feedback and testimonials is key to booking out your coaching package. With every client you work with, you have the opportunity to let them tell you exactly how you can make your package more valuable and exactly what you can do to charge a premium price for it.

As you work with and learn from your clients, you're going to slowly and steadily increase the value (and price) of your coaching package. (Don't miss this opportunity—not with your very first client and not with your thousandth client!)

Understandably, asking for feedback can feel uncomfortable (maybe even a little scary). It's also an insightful and enlightening experience that'll grow your business—and when you have a system for it, it can feel effortless!

How to Generate Impactful Testimonials That Drive New Leads

Step 1: Create a feedback questionnaire

Surveys are a powerful way to gather information from your client's experience to reveal how to better help your future clients and make more money with your coaching package. Keep it short and sweet (6-10 questions) and get specific with your questions while also allowing space for open-ended, insightful responses. In other words, ask empowering questions!

Here are a few powerful questions you can ask—which of these sound like they would work best for you and your business?

Questions about why they signed up for coaching with you:

1. How did you find out about the coaching package?
2. What made you decide to say yes?
3. What was your biggest hesitation to saying yes and signing up?

Questions about what they loved most about coaching with you:

4. What did you love most about this coaching experience?
5. What 3 biggest results/takeaways did you receive from working with me?

Questions about how the coaching package can be improved:

6. As you worked with me, what was one time you thought, “I’d love it if they added . . .”
7. Please tell me three simple things I could do to make this the BEST coaching package in the world.

Action: Once you decide on your questions, draft your questionnaire. TypeForm and Google Forms are two simple (and free) tools you can use.

Step 2: Request feedback from clients

Next, you’re going to create an email template so when it comes time to request feedback after you’ve finished working with clients, you don’t have to individually write each one from scratch. You’ll include the link to your survey in this email.

Elements to include in your email:

1. A sincere note of gratitude for investing in working with you. If you feel called to, you can share a personal note of why they were a great client.

2. Tell them the last step in the process is the short feedback questionnaire and it'll only take five minutes of their time. (Avoid phrasing it as asking for a favor from the client. Filling out a feedback survey should be a step of the process, not an add-on.)
3. Give them the link to the survey and ask them how they feel about having it back to you by a specific date. When you ask, you're getting their buy-in. And when you have your client's buy-in (coupled with a due date) they're much more likely to fill out your questionnaire.

Action: Write your requesting feedback email template here then save it in a folder.

Step 3: Write a draft testimonial

Yep, you get to write it yourself! Your clients aren't copywriters, and possibly, neither are you—but when you understand the makings of a glowing testimonial, you'll know exactly how to take the words of your client and synthesize them into a valuable testimonial.

Once your clients fill out your feedback questionnaire, use their responses to piece together a draft of a testimonial.

Helpful Tip: Copy and paste all of the client's answers into a Google Doc and then play around with the answers to create a testimonial.

When reviewing the questionnaire responses, pay attention to:

1. Language that speaks to overcoming objections: Look for language that speaks directly to a client overcoming any objections they had to do business with you (chances are, they won't be the only one).

Example: "I was worried that coaching would be a waste of time but WOW was I wrong. My coach helped me make more progress in one hour than I've made in ten years!"

2. Language that speaks to solving problems: Look for language that speaks to a specific problem you helped your client overcome.

Example: "I was stressed about my website for a while. It needed to be updated, messaging needed to be concise, and it needed to speak to my ideal client. I'm no longer stressed and my website has been a client-intake machine!"

3. Language that speaks to adding value: Look for language that helps clients pass the payment threshold by speaking to how much value they received.

Example: "I was skeptical at first because of the price but I can't even explain how happy I am I signed up for coaching with Isabella. I've never felt more confident moving forward with my goals!"

When piecing together your testimonial, remember to keep it short and sweet like the examples above. Eventually adding three or four of these influential testimonials to your website will dramatically enhance your credibility. Future clients will be able to see themselves in these words and believe the results you've delivered for past clients are possible for them, too.

Step 4: Request approval for testimonial

Finally, email your client! Thank them for filling out your feedback questionnaire, share the testimonial you compiled, and ask for approval or edits, as they see fit. You're also going to want to request their photo, along with their approval to use their name, job title, website, and any other important details you want to include on your website.

Action: Write your email requesting approval for the testimonial email template here then save it in a folder.

PART 2

First, a word on feedback—view it with a scientist's mindset. When a scientist conducts an experiment and it doesn't go as planned, they don't take it to mean they're bad scientists. That would be ridiculous, yes? Instead, they analyze the results objectively, learn a valuable lesson from it, and give it another go.

We invite you to take this approach when reviewing feedback for your coaching package. Listen to your clients with sincerity and use their words to elevate your offering.

If you do find yourself taking feedback personally (because we're all human) use the 7 Levels of Energy on receiving "negative" client feedback on the next page to bring awareness to the level of energy you're experiencing—maybe it's a few of them!

7 Levels of Energy on Receiving "Negative" Client Feedback

Level 1:

Her feedback was so incredibly hurtful. I knew I wasn't cut out for this. Why even bother working with more clients?

Level 2:

This sucks. Next time I'm not even going to ask for their feedback because they don't know what they're talking about anyway. This is my coaching package and I'm going to do it my way.

Level 3:

So they didn't love the experience but it is what it is. They did make a few valid points so I'm going to make this feedback work to my advantage.

Level 4:

My client was SO generous to have taken time out of their busy day to give me such thorough feedback! What can I do to make this up to them?!

Level 5:

This feedback is a goldmine! I'm going to throw all of the responses in a doc so I can look it over and use it to make my offering better. I get to raise the bar for the experience of every client to come AND raise my price? Yes, please.

Level 6:

I'm so deeply grateful for this feedback. I feel like I was meant to work with this client so we could co-create a better version of my coaching package, together. There's so much power in partnerships—together, we create magic.

Level 7:

There is no good or bad feedback. Everything in life is an experience and I'm here for it all.

From what you've read above, what level of energy do you feel will serve you best as you review client feedback? What will it look and feel like to embody these thoughts, emotions, and actions?

Now at some point, between your 3rd and 10th client after reviewing their feedback, you'll have an aha moment. You'll think "Yes! If I add [insert your Level 5 idea here], that will be super valuable for my clients."

Every client's feedback will offer you wisdom to improve your service. Listen to feedback without feeling like you "should" or "have to" satisfy every wish—because you don't. Look for trends in client feedback. Sit with the suggestions and get curious, "What would it look like to add this to my service?" "Is it in alignment with my heart's vision?"

When looking to include more value into your service, consider this list of potential ideas:

- Bonus/surprise add-on
- Homework/Workbook
- Cheatsheet
- Checklists
- Additional one-on-one session
- How-to guide
- Welcome video
- Other informational video(s)
- List of resources
- Private Facebook group

Making your coaching package more valuable for your clients is a win-win. Your clients win by getting more value, support, and resources to help them succeed. And you win by being able to charge higher prices, help facilitate more life-altering transformations, and make a more profound impact.

Trust the process and trust yourself as you put yourself out there and work with clients. Organically (and steadily) making your service more valuable will impact your clients' lives and your business.

Win-win!