

BONUS ACTIVITY

Writing a Testimonial Letter to Yourself!

What will this do for you?

This exercise allows you to connect with your inner-most desires (often called, “your why”) for the impact, results and transformation you provide to your clients. This will also bring you back in touch with why you do what you do by focusing on how the results you deliver a wide-spread impact in every area of your clients’ lives.

Pretend that YOU are your client and write out a detailed testimonial that touches upon how your product or service impacted their life. Step into the shoes of your client and start with, “Thank you ____ [your name]!” As you continue writing this consider the tangible and intangible benefits people experience as a result of working with you. Your work impacts EVERY area of their life.

Giving Credit: I first learned this exercise back in 2004 from my mentor, Tony Martinez. This activity is the secret sauce that has allowed me to cook up delicious marketing that attracts our perfect clients which then lets us serve them well!

Here’s an example:

“Thank you, Nancy! I have been a client of yours for just 30 days and am already experiencing huge results in my business. I took your advice and clearly defined my ideal client and began spending my time networking in target rich environments. Now, rather than wondering whether I’ll meet any potential clients at networking events, I’m wondering how I’ll fit them all into my schedule. Having you as an accountability partner keeps me focused and achieving my goals. I also love the weekly group coaching calls which give me new ideas and great support.”

Finally, I don't feel like I'm all alone in this business anymore. I was getting so frustrated before this that I was thinking about quitting and getting a job, which I really didn't want to do because I love the freedom having my own business gives me. Wow ... am I ever glad I didn't give up and that I said yes to working with you.

I had no idea how much stress I was under and how it was impacting me and my family. Since starting to work with you I can see improvements in all areas of my life. Because I'm not wasting time on the wrong things, I'm more effective and productive which gives me more time to spend with my family and friends. My husband actually told me that before this, he was nearing a breaking point too (and I was so busy spinning my wheels that I didn't even realize it). Now, we've started working out together in the mornings, bringing us closer and I'm feeling stronger and sexier than I have in years.

Oh, yes – I forgot to tell you. From all the new business I got this month, I now have enough money to take my dream trip to Europe this summer! Thanks again Nancy, I just love working with you and living my life to the fullest!”

Final Notes:

Notice that throughout the testimonial letter I cited both tangible (more clients, more time and more money), and intangible benefits (less stress, more enjoyment with family and friends, no longer alone).

This is an essential and valuable activity that I recommend for all of my clients AND I use this every time I am launching a new product, program or service.

Bonus Benefit: Once you write this letter, you'll be able to use it as copy for your marketing messaging to use on your website, social media and in conversation with people.

Go ahead now and write YOUR testimonial letter of how you're being “The One”



Nancy Matthews