Clients love our work, but nobody else knows

Five places to look, and how to choose where to start

Most service businesses have clients who would say lovely things about them. Most of those things are said once, in an email, and then filed.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Ask for a few words at the right moment. You ask, if at all, long after the work has ended.			
2. Turn a good project into a short story. You have no written examples of work you are proud of.			
3. Write down what clients say in reviews. Reviews happen, but nobody notes what was said.			
4. Put their words where prospects look. Your best feedback is in your inbox, not your proposals.			
5. Ask a client to speak to a prospect. You have never asked a client to take that call.			

An example

An IT consultancy asked each client at its regular review what had changed since they started working together. With the clients' approval, it wrote three answers up as short stories, and began sending one with every proposal.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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