

TESTIMONIALS & CASE STUDIES ... your happy clients can attract new clients!

If you say how good you are, it's just bragging. But if someone else says it for you, **it must be true!**

FACT: People believe only 10% of what you say about yourself, but 90% of what others say about you.

What do testimonials say or do?

Testimonials are miniature case studies. They ...

- encourage people to choose your service or product
- reassure your prospective customers
- establish your credibility
- remove doubts and anxiety.

Your customers and clients want social proof and reassurance. Good testimonials and case studies can give it to them.

But how do you get happy clients to **write something accurate, specific and useful?**

Simple...

Ask me to contact customers for you!

Working in journalism, I learnt HOW to ask questions.

Working in marketing, I learnt how to write persuasive copy that focuses on the benefits of a product or service. So I know WHAT questions to ask.

Let's talk about your project

Contact me, Josephine Brown ➡

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*Be understood...
in print and online!*

