

ACQ Internal SOP:

How to get an awesome testimonial

Playbook Name: How to collect marketing materials to promote a business

SOP 1 Title: How to collect awesome testimonials

Description:

This SOP will effectively outline how to collect awesome testimonials from your customers or clients.

Definitions: N/A

How To Collect Awesome Testimonials.

1. Write an email or ask your customers and clients to get on a call with you (or a member of the team).
 - a. Top Tip: Send them this within 1 day of an inflection point. This is a time when the customer (or client) has got a great result or experience from you.
2. In the email, use a Calendly (or similar) booking call link to schedule a 15-minute slot that works well for both parties within the next 2 business days.
3. On your call (or in-person meeting), walk the client through the Epiphany Bridge testimonial framework. (see below).
4. Remember to ask the question: "Can we use parts of this video in our marketing?". This gives you permission to use the video.

Example:

[Acquisition Scaling Workshop Review: "We added about \\$1 million in recurring revenue in about 3 months!"](#)

Background: Why should you use this framework?

Here is some more context and why this is effective. (Make sure to watch the scaling workshop example above.)

Big picture: Every testimonial should have a before state and show people what happens next.

So you don't want to just grab a quote out of context that says, *"They made us \$1 million!"*

That sounds good (in theory), but the average person will see that and be like:

"Okay Leila, that's good for you..."

And so, to give more impact you need a before state to create contrast.

Check what happens when we add contrast below:

"We had lots of issues at that time. Customer acquisition being one of them. Managing a team being another and just not knowing what to work on. We had this constant struggle of... Are we doing the right thing?"

Fast forward, here's what our workshop helped them accomplish:

"We added about \$1 million in recurring revenue since that workshop. Which it's only been about 3 months"

Can you see the difference?

It feels different, right? And that's why it's super important to ask your clients about their previous state.

And so, if you've got any clients (or customers) you want an awesome testimonial from, test this SOP and see if it doesn't make it better. ;)

Epiphany Bridge Perfect Testimonial Script/Framework

For Individual Testimonials:

Walk through the scripts below. The goal is to show:

- a. Internal/external circumstances before that caused them to move.
- b. What they saw that got their attention and why
- c. Their hesitation to believe the promise but why they ultimately did
- d. What they immediately did
- e. Internal/external circumstances after the change.

Question 1: Name and where they live (or business)

Question 2: External Question:

How was your situation before (brief 1-2 short statements)

Question 3: Internal Leading Question:

How did that make you feel?

What were you unable to do that you wished you could?

What negative impact did that have on others around you?

Question 4: Bridge Leading Questions:

How did you find us? (or find out about) our company?

What were your thoughts going through the process?

What were your doubts and fears about this?

What made you say yes anyway?

Question 5: External Question:

Where are you at now?

How does that make you feel?

What are you able to do now that you couldn't before?

What positive impact did that have on others around you?

Question 6: Call To Action:

What would you tell someone who is watching this right now and is unsure about taking the next step?

Then make your video have the call to action steps 1,2,3