Future Testimonial



F U T U R E T E S T I M O N I A L E X E R C I S E

1. Imagine that they've just received a glowing testimonial from a satisfied client. This client has seen great results from working with you and wants to share their positive experience with others.
2. Write this testimonial from the perspective of the satisfied client, using their own words and voice to describe the results they achieved and the impact it had on their business or personal life.
3. Be as specific as possible in their imaginary testimonial. What specific challenges did the client face and how did your services help them overcome those challenges? What specific results did the client achieve and how did those results impact their business or personal life?
4. Once you've written their imaginary testimonial, reflect on the experience and the impact it has had on you. What did you learn from this exercise? How did it help youclarify youown value proposition and goals for youbusiness?
5. Use this imaginary testimonial as a template for future testimonials or reviews. By visualizing you ideal outcome and articulating it in writing, you can create a clear vision for you own success and help attract more clients who value the same outcomes.

By writing an imaginary testimonial from a satisfied client, you can gain clarity and confidence around your own value proposition and impact, while also creating a valuable tool for marketing and sales. This exercise can also help you better understand your clients' needs and expectations, leading to more successful and fulfilling engagements in the future.

N I G H T M A R E C L I E N T

1. Start by reflecting on past experiences with clients who were particularly challenging or difficult to work with. What were the specific issues or behaviors that made these clients problematic? Write these down.
2. Next, think about the types of clients who are most likely to exhibit these problematic behaviors. This may include clients who have unrealistic expectations, are difficult to communicate with, or are disrespectful of your time and expertise.
3. Using this information, create a list of red flags that may indicate a nightmare client. These could include things like asking for discounts or special treatment, being unresponsive to communication, or displaying disrespectful behavior.
4. Once you have a clear understanding of the types of clients to avoid, create a set of guidelines or boundaries for your business. These may include policies around communication, pricing, or contract terms that can help you screen out potential nightmare clients.
5. Finally, use these guidelines to vet potential clients and identify any red flags early on in the process. By being proactive in screening out problematic clients, you can save yourself time and energy while creating a more positive and productive work environment.

By identifying and avoiding nightmare clients, you can create a more fulfilling and successful business that's focused on serving the needs of clients who value your expertise and respect your boundaries.