

HOW TO GET MORE CLIENTS CHALLENGE

Workbook

DAY 2



What channels?

Choose your social media channels

1.

2.

Let's make them amazing!

Bio Notes

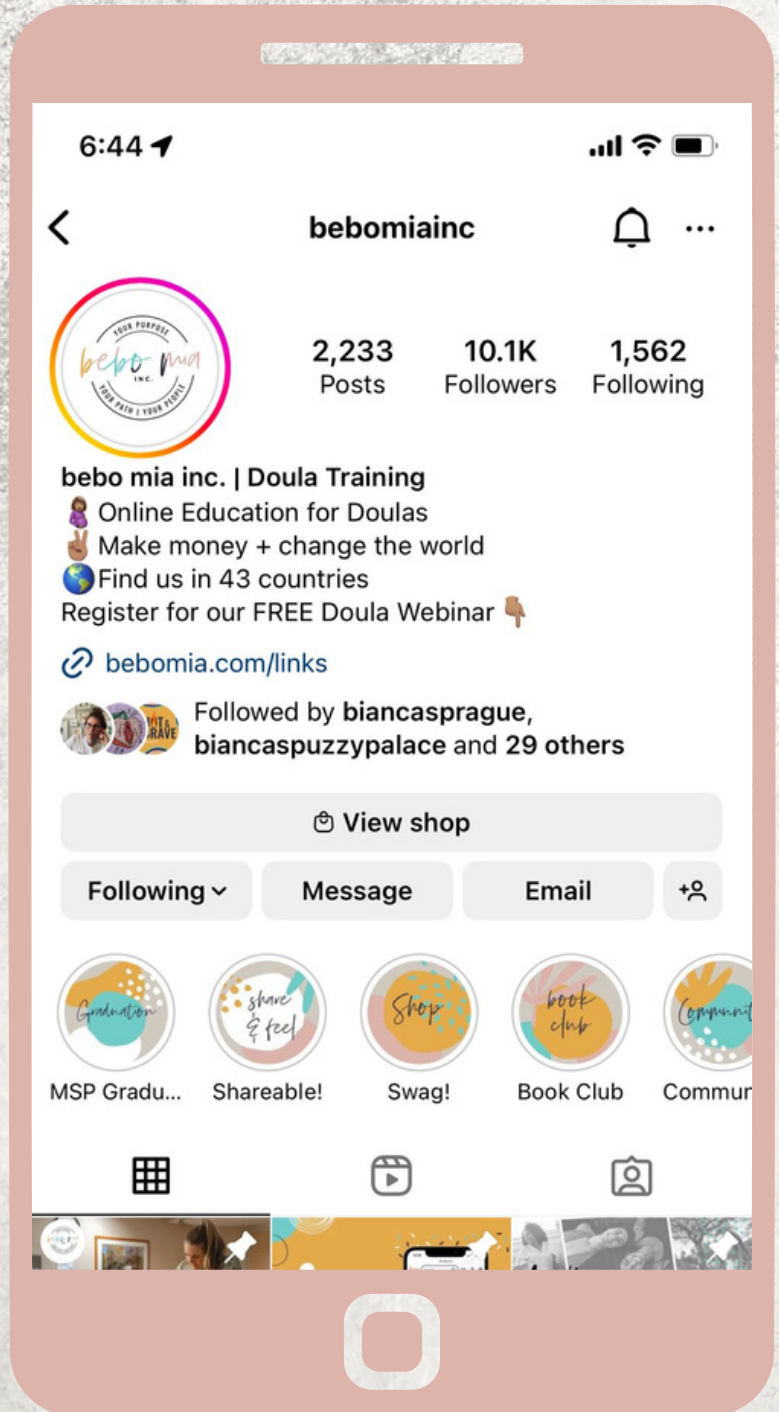
What are some CTAs?



An example



Tips for your bio:



Channel details

The final part of your spruce is to make sure all the other important information for your channels is up to date.

What do you need to update?

1. _____
2. _____
3. _____
4. _____
5. _____

Social Bot Set Up:



Gathering Testimonials

Testimonial Operations

Order of social proof for testimonials:

- 1.
- 2.
- 3.
- 4.



Swipe Copy

Don't forget to make it your own.

Hey ___(client name)!

I hope that you are well! (Add personalized parts here for the clients)

I am working on growing my practice/business/brand and I would love your help! Word of mouth is how most folks find me, so could you please take 3 minutes and give me a review on ___Google/Facebook/Other (see note 1 for more instructions)____. I would love it if you could include in your review ___put info you would like to find out (see note 2 under here for more instructions)____.

If you have a few extra minutes, it would be extra incredible if you could additionally do a 1-2 minute testimonial video where you answer one or two of these questions: (See Note 3). Just filming with your phone is great! In the video, could you please add the question at the beginning of the answer. Like, "I recommend Kiwi Mama Yoga to..." Don't worry about looking fancy, I want to see you! Don't stress about the length, if you have more to say that is over 1-2 minutes, I can edit it.

These reviews would mean so much! Thank you in advance for doing this for me. As a thank you for completing the review(s), I will send/drop off a ___(see Note 4)____.

I hope you are doing well and I would love to see some recent pics!

Hugs!



Swipe Copy Notes

ProTips:

Note 1. Get a direct link to your review tab for your clients and link it in your copy. Google how to do this if you are not sure. You can also get a quick link to a 5 star Google review - Google this too if that feels ok for you to have pre-filled with 5 stars.

Note 2. What do you want people looking for you to know about your care? Ask your clients to include this in your review.

For example: If you make food for the first 90 days after the baby comes home, you will want your clients to share about how tasty the food was or that your recipes supported healing and GI health or that families could pop frozen meals in the oven even after no sleep and Voila! Dinner!. So, you are going to have to direct them. Something like: Could you add in your review your favorite meal and why?

Or

Could you add in your review what positive impact my service had for your family time?

This supports your clients in what to write and they make for better and clearer tools for potential clients reading them.

Note 3. This can be a question that gets right to the heart of it! Here are some examples:

What was your expectation and how did we do?

What problem did you need me to solve?

Why did you hire me?

Who would you recommend me to?

What was the best part of my care?

What did your partner think about my care?

Note 4. You can send a thank you gift. This can be something like a gift card to your local coffee shop (this can be \$5+) or you can partner with another business and they give you swag and you drop it off to your clients with a bit about their products or services. Love a local gluten-free bakery? Drop a free cookie and coupon for the shop in a little bag for your clients who did a review. You can also do invites for more of your services. If you teach a yoga class, you can give a free class as a review thank you. This can also be 15 minute consults or discounts for other programs. Get creative, get collaborative and express your gratitude!

Testimonials

Before you send your testimonial request:

Steps for testimonial interviews:

1.

2.

3.

4.

5.



Using Reviews



Where can you put the reviews?

ProTip: Create a document with your love notes from clients - it is also nice to review on days that you're feeling down or defeated in your business. It will be full of kind and generous comments that can lift anyone's spirits.