

TOP TIPS



for writing compelling customer stories

You've done the hard work, the project is delivered and you have a happy client. Don't let that work go to waste! Testimonials are brilliant (if you're not collecting them yet, go immediately and set up a simple Google form – thank me later!) but customer stories can bring them to life and let people see what working with you would really be like.

You don't need a full-on corporate case study though, it can be really simple...

Start with the pain point. Who is your customer and what position were they in before they worked with you?

Next the promise. This is where you came in. What was the connection, how did they get in touch? These details can help give even more social proof to your potential customers, especially if you got the work through a referral.

Here comes the relief. What did you do and how? Talk about your process more so people can see it in action and get an idea of how it might work for them.

Results time. How did working with you make the customer feel? If it left them in a better place than they were in at the start, give more detail. You want to do everything you can to demonstrate the transformation you delivered.

This may not always be relevant but are you still supporting that customer? If you have a strong network of people you have ongoing relationships with, or an initial project tends to lead to more work, now's your chance to expand on that.

Share some more details. Send people to your customer's website or Instagram. Not only are you sharing the love but you're also giving people a chance to get in touch with your happy customers and hopefully get more glowing feedback about working with you.

Sprinkle testimonial snippets throughout your customer stories to underline your examples. Make sure you also use your own keywords to hit those key terms that your ideal customers will be searching for.

The more you can show people how brilliant working with you will be, the more likely they are to jump on board!



Want to know more?

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