

## Build Credibility with Client Testimonials

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • September 14, 2010 • [Printer-friendly](#)



### *4 Ways to Collect Client Feedback*

Before you're hired, prospective clients want to know the value you have provided to others. They want to know if your current clients are *really* satisfied.

These answers can come from you. Or, they can come straight from your clients' mouths in the form of testimonials.

**Third party endorsements carry a lot of weight** because they showcase other people's successes through working with you!

But, here's where the tricky part comes in: collecting those testimonials. Some lawyers either don't know how to do it, or the process simply makes them uncomfortable.

Rest assured, collecting testimonials is not stressful, nor difficult.

Here are four ways to **collect client testimonials the right way**.

**Top Lawyer Coach, LLC**  
601 Penn Street  
Fort Worth, TX 76102

817/992-6711  
[newman@toplawyercoach.com](mailto:newman@toplawyercoach.com)



### **1. Send out a testimonial request form.**

This is an extremely easy and convenient way for clients to give feedback.

Send a letter - either by mail, fax, or E-mail - stating something like: "I'm putting together a list of testimonials from my satisfied clients. Would you take a few minutes to tell me what you thought - good or bad - about my services?"

Be sure to include a signature section that asks permission to use their comments in your marketing materials. For instance: "You have my permission to use my comments in your ads, brochures and other promotions used to market your services."

### **2. Use photos or video to capture celebratory moments.**

Carry a digital or video camera to capture live pictures and comments. For instance, if you hold a workshop, collect a few pictures or comments from participants during breaks.

Before you can use these photos or videos, make sure to have your client sign a short release form stating you have permission to use their photos in your marketing materials.

### **3. Set up a feedback line.**

Advertise a client feedback phone number on your website. When clients call in, they'll hear a short recorded message encouraging them to leave comments. They can then leave a message stating their name, their comments, and permission to share their comments with company staff and in your marketing materials.

You can then use these audio recordings as testimonials on your firm's Website, in ads or by another hotline for prospects to call in and listen to what your clients are saying about the firm.

### **4. Seize spontaneous moments.**

When someone says something in praise of your efforts, ask immediately if you can use their wording. Just say, "I'd love to be able to quote you. We like to let others know who committed we are to delivering superior service." When they agree, just jot down what they said and ask them to sign it.

If the praise is in a phone conversation, send off an email confirming what they said and ask their permission for you to use it as a testimonial.

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Once you have collected all of your client testimonials, then it's time to choose which ones to use in your marketing materials. **CHOOSE WISELY!** A poorly worded or overly gushing testimonial won't make you look good. **FOCUS ON DETAILS!** Avoid vague "great job" raves. Potential customers respond better to specific remarks about variety, quality, service, etc.

Bottom line: since people like to rely on the experiences of others, **word-of-mouth is one of the best ways to build your credibility with potential clients.**

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