

***Week 6***

# **Building Reputation**

**Testimonials**

1. How many testimonials do you have?

|  |  |
| --- | --- |
| On your website |  |
| Ready to add to your website |  |

2. List 10 happy customers you can ask for a testimonial / review?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Customer name | Service provided | Add a case study? |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| 6 |  |  |  |
| 7 |  |  |  |
| 8 |  |  |  |
| 9 |  |  |  |
| 10 |  |  |  |

2. Email template to ask for a testimonial?

|  |  |
| --- | --- |
| Subject: | Can I ask a favour? |
| Email: | We want our company to grow and need your review for our website! Could you please email me a testimonial with a picture. |

3. List 10 case studies to add to your website?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Customer name | Service provided | What pictures or video do you already have? |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| 6 |  |  |  |
| 7 |  |  |  |
| 8 |  |  |  |
| 9 |  |  |  |
| 10 |  |  |  |

4. List 10 companies you have worked with & check to see if you can add their logo to your website.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Company name | Do they match your desired customer avatar? | Do you have permission to add to your website? |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| 6 |  |  |  |
| 7 |  |  |  |
| 8 |  |  |  |
| 9 |  |  |  |
| 10 |  |  |  |

5. List any awards or accreditations you have & add them to the website?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Awards / Accreditation | Awards / Accreditation Website URL to link to. | Do you have pictures, logos to bulk them out. |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| 6 |  |  |  |
| 7 |  |  |  |
| 8 |  |  |  |
| 9 |  |  |  |
| 10 |  |  |  |