

Testimonial Template for Your Interior Design Business

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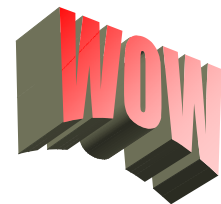
One of the 10 biggest marketing mistakes interior designers make with their marketing is not getting great testimonials from their clients. (If you want to know the other 9 biggest mistakes, [click here!](#))



Testimonials are one of the most powerful marketing tools you can use to build your business because it shows social proof that you provide real value and solutions to prospects. Prospects don't believe what **you** say; they believe people like them who don't have anything to gain from the recommendation.

Obviously, you have to provide an excellent service to your clients to get a great testimonial, and here are a few tips that will help you get great ones:

1. Educate your client from the beginning of your working relationship that your business is built mostly by referral, and that you will be asking for a testimonial and referrals throughout the relationship.
2. Wow your clients. Ask them in the beginning what would be a "WOW" experience for them and go a step further. Focus on creating the best possible **experience** for your client. Market the experiences you create and not the activities.
3. Ask for the referral when your clients are expressing their happiness with your work. When they tell you how much they love the project, that's the perfect time to make notes about what their compliments are and then you say to them, "thank you so much for saying so. I'd love to use that for a testimonial. I'll just write that up for you and send it to you. If you'd be so kind as to put in on your personal stationery and sign it, I'd really appreciate it. Is there anything you'd like to add? May I use that for my marketing? As I mentioned when we first started working together, I build my business by referral, and based on what you just said, it would be a great help to get two or three names of people like you that might be interested in my services." It is important to let them know **how** you'll be contacting these people, so they don't feel awkward. You might tell them that you will send a gift certificate for a consultation to their friend along with a copy of their testimonial. Assure them that you won't be a pest.
4. Follow-up right away with the testimonial letter by email that they can use, and let them know that they can revise it as they see fit. Also indicate that you appreciate the use of their testimonial for marketing purposes – it's a good idea to get a testimonial release signed, too. Ask when you can pick up the testimonial letter, and



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when you pick it up from them, deliver a small gift and thank you note.

5. Make sure you can use their full name. Some clients don't want to share their names because of privacy. Let them know where and how you will use the testimonial.
6. If you can, try to do a video testimonial for your website, blog or marketing materials.
7. Another alternative is to do an audio testimonial. Audio Generator has a "Super Testimonial" template you can use. Before you ask the client to call in, get a script written with their words, then you can upload that with their photo and you can give the script for them to use when they call in to record the audio. That's the best way for it not to be too overwhelming for them.
8. Use a picture of the client, too. It makes the testimonial more realistic to the readers.
9. Make sure you get specific and measurable results for your testimonials. For example, we hired Susie Designer for a complete remodel of our home. "We didn't know where to start because our home was stuck in the 80s and needed to be completely remodeled. Susie created an amazing design, recommended an incredible contractor with the best subcontractors in town. The project went smoothly and was even finished 3 days ahead of schedule and was 4% under budget. Susie's professionalism, problem-solving skills and sense of humor made the project an incredible experience for us. She even hosted before and after parties to show the results to our friends. The worst part of the job for us? Our project is finished for now and we won't be seeing Susie every day - we'll miss her. We'll just have to have her working on our neighbor's house!"
10. Show your clients what a great testimonial looks like. You're actually setting expectations for how the job will proceed.
11. Get testimonials from your vendors, subcontractors and contractors and even referral partners.
12. Decide on testimonial and referral gifts. It could be as simple as a heart-felt thank you note, a Starbucks card or a gift certificate to a restaurant. It's always good to give gift certificates for some amount off of your services that your clients can give to their friends, too." Since some people don't drink wine or might

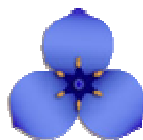


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have food allergies, be careful with what you select.

13. If you finished a great project with a client and didn't get a testimonial, that is a perfect way to get a conversation going again (even better if there are other projects that could be done with them). Schedule a coffee or a conversation to "catch up" and talk about little Jeff or Cindy. Take a gift for the kids or pets – it is always appreciated.
14. Use a brief survey can also help you solicit information about your services that can be used to create a testimonial letter. This is a great way to follow up with each of your clients to make sure that you're really giving them what they want.
15. You can also call a testimonial a "Review." This seems less salesy and formal.
16. Please note that the Federal Trade Commission has instituted new rules about testimonials, so you need to have a disclaimer that "these results may not be typical for all clients" when you use it on your website or blog.



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