

Exercise: Collect testimonials from past clients, but ask them to tailor their quote to one of the common client hang-ups from the list you send.

Who should I ask?	What client hang-up will they address?
<p><i>Include name + contact information. Always ask permission before publishing a testimonial.</i></p>	
What's my deadline?	How shall I list them on the sales page?
	<p><i>Full name, business link, photo, anonymous?</i></p>

Exercise: Write testimonials for busy clients.

Clients Who Achieved Great Results	My Draft for Their Approval	Permission Granted