



## TESTIMONIAL FRAMEWORK

**You do great work.** Now, you need to tell the world through the voice of your satisfied customer. Testimonials build trust with prospects, build social proof, and generate engagement. How do you get your client to say great things about you? Send them this framework and invite them to fill in their unique answer.

### THE REACTION:

What was your initial reaction when you first learned about how our company/brand could help you solve your problem?

*Ex: When I saw that Priority VA would handle the entire hiring process — from getting to know my ideal teammate to vetting candidates — I felt relieved that I didn't have to do the heavy lifting.*

### THE HESITATION:

Every customer has a moment of hesitation before choosing to commit. What objections to our services did you have?

*Ex: I knew this service was what I needed, BUT I wasn't sure I had enough work to delegate to a fractional Executive Assistant for 10 hours a week.*



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### **THE JOURNEY + SURPRISE:**

What's something you didn't expect to get out of the process of working with our company/brand?

*Ex: I never expected your vetting process to be so thorough. You put my hiring process to shame with your seven-stage Gauntlet.*

### **THE RESULT:**

What result did our company/brand help you accomplish? Feel free to share numbers, improvement, things achieved, things discarded, a new way of thinking, satisfaction etc.

*Ex: Now that I've hired my Executive Assistant through Priority VA, I have a consistent start and end time to my day, a more streamlined calendar and 10% of my work week dedicated to finishing my book manuscript.*



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### **THE INVITATION:**

What would you invite others in your field to think or consider about our brand/services in relationship to a problem they face?

*Ex: To any Founders, CEOs, Thought Leaders, or Small Business Owners that are stuck in unprofitable and unproductive routines, I encourage you to get on a call with the team at Priority VA.*