



The Coach School

Bonus:

*The Easy Way to Get
Referrals & Testimonials*

ALLI WORTHINGTON



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The Easy Way to Get Referrals & Testimonials

Asking for Referrals

Asking for referrals can feel daunting, but it doesn't need to be! This script can be customized to fit your personal coaching style, the type of coaching you do, and the client you're contacting. The best time to ask for a referral is when a coaching course or program comes to a close or after you've hit a specified goal with a client.

You want to ask your clients yourself for these. Don't send it in an email. Let it be casual. You aren't asking for a million dollars.

Here are two scripts you can customize so they sound like you:

Hi (insert client name),

I love working with you. Clients like you who (Insert qualities about the client that makes them amazing) make my job a joy.

I have openings for two new clients and I would love it if you shared my name with people who you think would benefit from coaching.

I would rather work with people by referral because I know my clients have great taste!

Who do you know that needs (Talk about a benefit of your coaching)?

Keep it simple, make it conversational – and more often than not – your clients will be more than willing to refer their friends.

(cont.)

Asking for Testimonials

Testimonials are so important because they build trust and credibility with your ideal clients as they can see that others have achieved the results they're looking for through your service. Pick your favorite clients who have great results to highlight.

For starters, customize these scripts:

Hey there (insert client name),

Would you be willing to give a testimonial for the coaching I've done with you?

Sometimes finding the right words and writing a testimonial can be hard, so I have a mad lib style template that makes it easy!

Simply reply back with the answers to these quick questions:

I started working with (your name) because I wanted help with...

The biggest change I've had since working with (your name) is...

The best part of working with (your name) is...

If you were to recommend coaching to a friend, what would you say...

As soon as you get a reply, thank your client and ask for a photo if you want to use their photo. If the photo is low quality (out of focus, a crowded snapshot, etc.), it's best to leave it off your website.

You can then find the best two or three parts of the testimonial to craft a strong testimonial that flows well.

That's it! That's how easy it is to find more of your ideal clients by simply asking for referrals and testimonials.