

# 30-SECOND MARKETING TIP



## Customer Testimonials

Word-of-mouth is the best advertising. But how can you get your customers to talk up your firm?

Ask them.

For example, at one home improvement company, the project manager with the most satisfied customers, evidenced by actual letters, won a trip for two to Hawaii.

You can bet every manager asked customers for a testimonial letter. All those letters were framed and hung around the company showroom. Quite a display when browsers came through.

Testimonials from satisfied customers work well in your advertising, too. Include a few in your company brochure and on your Website.

Enlarge the best and mount them on fiberboard for display at trade shows. The uses are as endless as your imagination.

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