

Cheat Sheet: From Reviews to Revenue, the Condensed Training

To unlock the full potential of this strategy, make sure to watch the complete training video [here](#). It's filled with valuable insights and steps that will help you turn your reviews into impactful customer success stories.

Introduction

Goal: Transform your glowing Google reviews into powerful customer success stories that drive more sales and bookings.

Who Is This Training For?

- Small business owners with 25+ positive Google reviews
- Businesses not seeing the sales they need and deserve despite great reviews
- Businesses in these sectors will especially benefit: Home Services, Professional Services, Healthcare, Beauty & Wellness

Why Google Reviews Aren't Enough

- Google reviews provide proof of great service but don't automatically drive sales
- People are increasingly skeptical of reviews, with many gaming the system and outsourcing fake reviews
- **Solution:** Turn these reviews into genuine, story-driven content that resonates with new potential customers.

The Power of Customer Success Stories

- **Definition:** Customer Success Stories are inspirational content (videos, photos, blog posts, social media features) that builds trust and persuades future customers.
- **Impact of Video Testimonials:**
 - Start with video because it's the most powerful medium, forming the foundation for all other content.
 - **Proof:** 86% of consumers find video testimonials the most authentic content (Bright Local study)
 - **Proof:** Landing pages with video can increase conversions by up to 80% (HubSpot study)

Step-by-Step Guide to Creating Customer Success Stories

1. Identify Key Reviews

- **Criteria:** Look for reviews that include mention of these 3 elements:
 - **Problem:** What challenge did the customer face?
 - **Solution:** How did your business solve it?
 - **Transformation:** What positive change did the customer experience?

2. Export & Analyze Reviews

- Use [Export Comments](#) to gather and export customer feedback in an organized format.
- Use [ChatGPT](#) to identify key reviews by looking for reviews that highlight problem, solution, and transformation

3. Reach Out to Your Customers

- Consider offering an incentive (free/discounted service) to encourage participation.
- **Script Example:**

To	{Your Customer}
Subject	Open to sharing your story?

Hi {Customer},

Hope you've been doing well.

We're currently working on a project to showcase the experiences that our customers have had with our service, and your story in particular has the potential to inspire and help others who might be facing similar challenges.

Would you be open to participating in a brief (in-person or Zoom) video interview where you can share more about your experience?

As a token of our appreciation, I'd love to offer you a [incentive (optional)].

Let me know if you're interested and we can arrange the details.

4. Interview Prep:

- Write out questions with the goal to uncover the customer's journey. Remember: problem, solution, and transformation. For example:
 - Tell me a little bit about your background. What were you struggling with before you reached out to us?
 - What specific service(s) did you receive and what was the experience like?
 - How is your life better now?
- If applicable, create a shot list to capture supporting visuals (e.g. customer lifestyle, customer experience of the service, customer interacting with staff)

5. Conducting the Interview

- **Options:**
 - **DIY:** Use your phone or a basic camera.
 - **Zoom:** Conduct the interview remotely and record the session.
 - **In-Person:** Meet at a location that's comfortable for your customer.
- Three elements of a good shoot:
 - **Lighting:** Ensure good lighting, ideally with a key light on the subject's face. A ring light works well.
 - **Audio:** Use a lavalier microphone for clear sound, especially if recording in person.
 - **Image and Stabilization:** Use a tripod to stabilize your camera or phone for a professional-looking shot.
- Seat yourself beside the camera and have subject look at you, not the camera.
- Keep interview conversational and comfortable. Listen and ask followup questions.

6. Create & Edit Content

- **Resources & Tips:**
 - Use basic tools like iMovie (Mac) or ClipChamp (Windows) for DIY video editing.
 - Cut out filler (questions/off-topic remarks) to produce full-length interview
 - Add music, add other video clips and photos layered over the narrative
 - To outsource editing on a budget, seek out freelance editors on [Upwork](#) or [Fiverr](#)
 - For higher production-value, hire a production company to handle the entire process for you, like our team at [Betterme Productions](#)

- **Content Types:**
 - Create 30-second cut, 60-second cut, and additional short-form videos that target different customer segments or pain points
 - Photos

Where to Deploy Your Customer Success Stories

- **Google My Business:** Add videos alongside customer reviews.
- **Website:** Feature prominently on home, service, or testimonials pages.
- **Blog:** Write articles that tell the story in written format. Good for SEO and getting more traffic from Google and other search engines.
- **Email:** Include stories in newsletters with links to videos or blog posts.
- **Social Media:** Schedule posts on Instagram, Facebook, and LinkedIn featuring the different content pieces.
- **In Person:** Display videos in waiting areas or show them at events and presentations

Imagine the Impact

- You now know how to create consistent, engaging content that builds trust and drives sales.
- Imagine a steady stream of new customers, reducing the stress of inconsistent sales.
- Imagine the freedom and opportunity that a business with a full pipeline can provide for you and your family

Take Action

- **DIY:** Use this guide to start transforming your reviews into customer success stories.
- **Done-for-You:** Schedule a strategy call with Betterme Productions to discuss how our team can help you create professional, high-impact Customer Success Stories

Whether you're ready to roll up your sleeves and DIY your way to success or think it might be time to call in the pros, we're here to help you make it happen. Let's get a [strategy call](#) on the calendar—no pressure, just a chance to chat and figure out the best way forward.

[Schedule a Strategy Call](#)