

Video Transcript: From Reviews to Revenue, the Free 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.

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Hey, and welcome to the training. This is Reviews to Revenue, which is all about how to transform your glowing Google reviews into sales-generating customer success stories.

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So who's this training for? If you're a small business owner with 25, 50 or more positive Google reviews, and you're not getting the sales that you need and that you feel that you deserve, then you're in the right place. And we're going to start turning that around today.

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My name is Chris Cano with Betterme Productions. And for the last 10 years, I've run a video production and storytelling company that helps businesses to tell powerful stories about how they change people's lives so that they can make a greater impact and make more sales in the process.

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It can be immensely frustrating when business is slow despite your glowing Google reviews, because on the one hand, you have this wall of customer praise in your Google My Business account, which is basically evidence that you provide a service that people need and that people value. And on the other hand, your bank account is telling a different story.

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It would be one thing if you were sitting on the couch playing video games all day, but you're not. You're working hard at your business. You're providing an excellent service as evidence by those reviews. So why is it so hard to get more people to come in the door?

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You got into business not just to have a hobby. You got into business because you had some vision for your life. You wanted to have more freedom, more time to spend with your family, more ability to take those dream vacations. And instead, you're stuck in what feels like a glorified job, wearing too many hats, and you're promising your spouse and your family that you're going to figure this out soon. Well, let's figure this out today.

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The thing about Google reviews is that businesses will come to rely on them to attract and convert new customers. But simply soliciting Google reviews is just not enough to make up a viable customer acquisition strategy.

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The good news is that with this foundation of your Google reviews, there's an enormous opportunity to create a super simple but immensely powerful marketing plan that can grow your business. And it's a lot easier than you might think. If you follow the actionable steps that I'm going to show you here today, then in just a few hours, you could start turning around the trajectory of your sales, booking more appointments, selling more products, and landing more projects than you ever thought possible.

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If you're like most small business owners, you've probably dabbled in a bunch of different marketing tactics. Should I send out mailers, run Google ads, put a billboard on a bus bench? It can be really hard to know what to focus on when it comes to marketing.

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Well, I'm here to tell you that we don't need to overcomplicate this, because the Google reviews that you already have are a gold mine, and they're hiding in plain sight.

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In these five-star bits of praise that you've collected over the years is a wealth of customer experience data and insights that you can use to tell powerful Customer Success Stories, which will do the heavy lifting for you of converting your visitors into new customers.

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Because here's the thing: Your Google reviews are proof that you're good at the fulfillment part of your business, of providing the service. You just need to get better at the marketing and sales piece. And Customer Success Stories might just be the key.

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So what are Customer Success Stories exactly, and why should we use them? Well, Customer Success Stories are inspirational videos, photos, blog posts, social media features that you can use throughout your marketing ecosystem to build trust among your future customers.

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So Customer Success Stories are multidimensional. They're not just video, but video is the first place to start because video is the most powerful medium, and it forms the foundation for everything else.

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It works like this: one of your best Google reviews gets transformed into a 20-minute customer interview. And depending on your skills and your budget, this can be a DIY or a professional shoot, even a Zoom call that you record. That 20-minute interview then gets repurposed into a whole bundle of high-value content that you can disseminate through all your marketing channels.

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You can put a high-impact 30-second ad on your website. You can run it as a Facebook, Instagram, or YouTube ad. You can create a bunch of different 15-second social media shorts that appeal to different customer segments and pain points. You can create a blog post about your customer's success story, which then attracts more visitors from Google.

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Look at how much value you can extract from just a 20-minute customer interview that you captured on video.

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But why go this route? You had some guy email you about Google Ads or SEO services yesterday. Why not listen to him instead?

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Well, number one is that you already have the foundation to create exceptional stories and content around your existing reviews. You don't need to lay any new groundwork or hire any new consultants. This is about being resourceful and leveraging the assets that we already have, your reviews, and at the same time, taking advantage of an underutilized approach that many of your competitors are still overlooking.

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Number two is that you may be underestimating the power of testimonials. Ever since Amazon launched their online bookstore in the 1990s, reviews have taken the world by storm. And it's because people trust other people talking about the experience that they had with your your business more than they trust your business talking about your business.

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The thing is that since everybody knows this, people are gaming reviews now, and customers are more skeptical about the reviews that they're seeing. Is that Jane Smith who's singing praises about your business on a Google review really Jane Smith? Or is it a bot or some foreigner commissioned on Fiverr?

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But what if you could build on these user-generated reviews and create genuine emotional content about your most loyal customers, proving that they're real and at the same time telling thoughtful stories about how your business helped them solve some specific problem.

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Would the next visitor to your website trust your business less, or would they trust your business more if they could see authentic and relatable accounts about the real people that your business has helped? Of course, the answer is that they would trust your business more, and this is supported by recent research.

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According to a study by Bright Local, 86% of consumers consider video testimonials to be the most authentic form of content.

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And according to a survey by HubSpot, including a video on a landing page can increase conversion rates by up to 80%, almost double.

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Well, why should you trust me? And that's entirely up to you. But 10 years ago, before Facebook and Instagram even had native video features, I started capturing testimonials to help businesses and nonprofits to share inspirational stories on video about how they change people's lives.

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Well, over the years, I've seen how these videos don't just fill a slot on a website, but they help a business inspire trust and build a sense of humanity into the brand.

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As time went on, we realized that these powerful video stories could actually be repurposed into a variety of different content types. So a single testimonial interview could become multiple videos, social media snippets, blog posts, email content. And this approach not only maximizes the value of one testimonial, but ensures that you're able to create consistent, engaging content that you can disseminate across platforms over time. So our clients have seen increased engagement online through this approach and have increased their sales in the process.

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Alright, so let's put this to work for your business. I'm going to show you how to export and analyze your views using free tools, how to find the key reviews that hint at themes and stories that you can use to create powerful content, the proven scripts that you can use to invite customers to share their testimonials with your business, what questions to ask in the customer interview to uncover the most value for your customer success stories, and then how to produce and integrate these stories into your marketing channels to boost your engagement and sales.

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So let's get started and see how we can put this to work for your business. But first, if you like how this sounds, but you're worried you don't have the time or the bandwidth to deploy this strategy yourself, then you can schedule a strategy call with me this week. And on the call, we can discuss how my team can help you efficiently implement Customer Success Stories for your business, which could save you trouble and ensure faster and higher quality results. So just click the button that you see on your screen and we can get a time on the calendar.

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Alright, so I want to quickly show you a few examples of how we've helped customers turn their reviews into Customer Success Stories, and then we can reverse engineer the steps so that you can apply this to your business.

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I'm going to show you a few examples here from a holiday lighting company to a SaaS software company to a massage therapy practice and a medical office. And the point here is that this method is so broadly applicable. The fact is that businesses that have Google reviews are actively helping customers solve problems and improve their lives, and we can tell these kinds of stories for almost any business.

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Consider this review that Jessica left for Twinkle Nights, a holiday lighting company in North Florida. Twinkle Nights has transformed our holiday experience. We love decorating for Christmas, but the outside lights were always a hassle. They made it so easy. They handled everything from design to installation and even storage. Their team is wonderful to work with, and the results are always stunning. They've taken away the stress of holiday decorating, and my daughter absolutely loves the Christmas lights.

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Now look at this one from Jason, the owner of a restaurant delivery service that used DeliverLogic, which is a software that helps him run his business. So he said, DeliverLogic transformed our business. Before switching, we struggled with multiple systems and poor communication, making it hard to balance work and family. Now everything's streamlined. Drivers and customers communicate seamlessly, and I could spend more time with my family. Their support team was incredible during the transition.

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In this review for a massage therapy practice, Kat says, Five Branch changed my life. As a PhD student, I had severe back pain from sitting and working on my dissertation. Ron not only provided excellent massages that relieved my pain, but he also guided me through lifestyle changes and recommended personal training and physical therapy. Now I feel better and I have the tools to manage my stress and my pain.

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Finally, Jason, who left a review for a cardiovascular and vein health clinic in Jacksonville, Florida. Well & You gave me my life back. After years of severe pain and blood clots that left me almost immobile, Dr. Murthy and his team worked wonders. Thanks to their expertise and a successful surgery, I can now stay active and enjoy time with my daughter. I'm forever grateful for their incredible care and support.

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We were able to take these reviews, which illustrated the potential for a powerful story, and turn them into videos, photos, blog posts, and social media posts that these businesses could use to promote their businesses through the lens of how they helped these specific people who had specific problems and who had experienced some transformation by interacting with these businesses. That's the power of Customer Success Stories.

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Let's take just one of these businesses and let's show you how we get from review to final content. Today, I'm going to use the example of the massage therapy practice. But remember, this can apply to almost any business that's customer-facing, whether it's B2B or B2C.

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So for Five Branch Massage and Wellness, which is a massage therapy practice in Florida, here's what we're going to do first. Let's just go to Google. I'm going to do a quick look at their reviews. So I'm just going to search the business name on Google, and that's going to pull up the Google My Business reviews.

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In this case, they have an outstanding 152 five-star Google reviews. So in a second, we're going to do a deeper dive, but I want to just quickly look on the surface of these reviews and give you a couple of things to keep in mind.

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The first thing is you can just look at the common keywords that people are talking about in their reviews, and that can give you some clues as to what some of the problems are that people are experiencing or some of the common solutions that people value that they're talking about.

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And this is basically a clue as to what content you might want to create, which is going to speak to a need that a lot of people have. In this case, for Five Branch, a lot of people use the word knowledge. What does that tell us about maybe what they're saying about the expertise of the business? "Physical therapy," "stress." So that might allude to some of the problems that people are having coming in. They're experiencing some pain or discomfort, they're experiencing stress. And these are the things that Five Branch Massage and Wellness is helping them to overcome.

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So these are just some initial clues. And then if you scroll to the actual reviews, you'll see that what Google does is they actually sort the reviews by most relevant. And the reason this is important is because Google is basically showing the user the reviews that they think are most helpful. And of course, they've got a secret algorithm. And we don't know exactly the reasoning behind how these are sorted, but you can take a clue and assume that the first 10 reviews that you're seeing here are the ones that Google thinks people are most interested in reading. And that's just another clue as to what kinds of accounts you might want to pay attention to when you're thinking about creating your Customer Success Stories.

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What we're going to do now is we're going to dive a little deeper. We want to open a couple of tabs. One is maps.google.com, where we're going to get the URL to the Google My Business listing of Five Branch. And the other one is a website, it's a free tool called exportcomments.com/export-google-reviews.

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So let's go to that Google Maps. Let's type in the name of the business again. Once you find it, click on it. And then I want you to just copy the URL at the top and go back to that Export Comments website and paste the URL. Click Start Export Process. What that's going to do is it's going to take the first 100 reviews. You can pay a little bit to get all of them, but 100 is probably a great start. Just use the free option.

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And then we're going to be able to analyze our reviews for this business in a spreadsheet organized by author, number of reviews, the actual review text. And this is just a much better format for doing this analysis.

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Okay, so as we're getting ready to analyze these reviews, what we want to do is we want to find what I call the Key Reviews, which are the ones that are the real viable ones that have the potential to be turned into powerful Customer Success Stories.

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Okay, so how you find those Key Reviews is you want to look for three things in a review, which are going to clue you into which of these reviews are your Key Reviews. And those three things we're going to look for are a problem, a solution, and a transformation.

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So we want to find reviews that illustrate, what are the pain points that the customer was experiencing before they approached the business. What's the solution that the business provided? And what's the transformation or the benefits that the person achieved after working with the business?

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Reviews that contain the problem, the solution, and the transformation are going to be the best ones to pursue in order to create more comprehensive content about these customer stories.

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So I have this book sitting here, and I want to communicate with you an important idea that you want to take to heart when you're creating your Customer Success Stories.

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And that is that when you're creating marketing messages or telling a story for your business, your hero in that story is not your business. Your hero is the customer. Your business is simply the guide that is helping the customer go through some journey to improve their lives.

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So in one of the passages of the book, Donald Miller says, "Imagine your customer as a hitchhiker. You pull over to give him a ride, and the one burning question on his mind is simply, where are you going? But as he approaches, you roll down the window and start talking about your mission statement or how your grandfather built this car with his bare hands or how your road trip playlist is all 1980s alternative. This person doesn't care."

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Another passage, "Nearly every story you see or hear in a nutshell is a character who wants something, encounters a problem before they can get it. At the peak of their despair, a guide steps in to their lives, gives them a plan, and calls them to action. That action helps them avoid failure and ends in a success."

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Keep in mind, as we're building these Customer Success Stories, your task is to tell a story that puts your customer as the hero and your business as a guide that's helping them solve a problem and achieve some dream.

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So how do we find those Key Reviews? We've got this spreadsheet here with the first 100 reviews, and you could simply start chipping away at it, read the text, look for those problem, solution, transformation accounts, delete the ones that don't apply. But I want to show you a shortcut.

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And if you're a business owner, you probably already have used ChatGPT. I created a prompt that can help you parse through this spreadsheet and more quickly identify which of those are your Key Reviews.

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So in this prompt, we're giving ChatGPT an identity, and then we're asking it to fulfill a task.

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The prompt is, "Imagine you're a Creative Director tasked with coming up with compelling stories for marketing a massage practice. Your job is to analyze the business's Google reviews and find the reviews that exhibit a story. You're to look for reviews that communicate some pain point, the solution that was provided, and the transformation the customer experienced. For the reviews that fit this criteria, please outline the customer first name and last initial, the exact full text of the review, a description or summary of the pain point, a description of the solution the customer provided, and a description of the transformation or the benefits they experienced."

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Then you want to copy everything in that spreadsheet and paste it below your prompt, submit it, and ChatGPT is going to generate a list of what it thinks are the best reviews that illustrate some problem, solution, and transformation.

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I'm not going to go through these at length, but you'll see here with Five Branch Massage and Wellness, we have a few great examples.

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Bailey talks about how she was experiencing excruciating pain and intense discomfort, and she was able to finally fully relax when she went to Five Branch Massage and Wellness.

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Ariel talks about how she had discomfort in her pregnancy, and she went in for a prenatal massage and found Five Branch to be respectful and made her feel comfortable.

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And then the review that I read earlier from Kat where she said that Five Branch changed her life. As a PhD student, she had severe back pain from sitting and working on her dissertation, and she got excellent massages that relieved her pain, but also guided her through lifestyle changes.

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So in the case of this business, you're going to see that a lot of the problems were pain and discomfort related.

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Then you're going to see a lot of people saying that the therapist made them feel comfortable and provided expertise that showed that he really understood their issues.

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Let's say we're going to move forward with creating a Customer Success Story about Kat.

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Now that we've identified our Key Reviews, we want to reach out to our customer and ask them to participate in a Story Session so that we can interview them and build on this account to create our Customer Success Stories.

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A lot of people feel nervous or reluctant about asking their customer to participate in something like this. But what I found over 10 years of doing this is that your most loyal customers will most likely feel excited about supporting your business and telling their story about how you help them. Not only are they helping you, but they're helping other people that had similar issues and needs that they had to find a solution, and that can feel intrinsically rewarding. On top of that, what I recommend is that you provide some incentive for the client to participate. Can you offer them some free or discounted service to show your appreciation for them spending their time helping you with this? You're going to find a lot of people that are willing to help.

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Here's a script that you can use, whether it's an email or a phone call, to make it a little easier to reach out to your customer.

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Let's say we're reaching out to Kat for Five Branch Massage and Wellness. We'll say, "Hi Kat. 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 photo or video shoot or Zoom call where you can share more about your experience? As a token of our appreciation, I'd love to offer you a free massage. Let me know if you're interested and we can arrange the details. Thanks again."

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Okay, so let's assume that Kat says yes. If not, ask somebody else. And when you mobilize the customer, the next thing you want to do is you want to start preparing for that interview.

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So you're either going to meet with the customer and you're going to film an interview with the customer, or you can meet with them on Zoom and record it that way. You can even grab a coffee and just ask them questions and take notes. Just do whatever you're comfortable with. Don't overcomplicate it. Think about what skills you have, what time you have, what your budget is, and just do something.

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So let's say that you're going to meet and you're going to record a video in person with Kat, and you're going to get her account. What you want to do is you want to plan, what am I going to ask her and what are the shots that I want to get?

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When you're preparing to do the interview, you want to plan to ask some questions that are mapped to that framework that we talked about earlier, which is to uncover the problem, uncover the solution, and uncover the transformation. We'll get into the filming piece a little bit later. But as for the questions, you want to basically start by asking them for an introduction.

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"Tell me a little bit about yourself, and what do you enjoy doing?" "Tell me a little bit about your work." And warm up to it before you get into the deeper questions.

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And then you want to start asking them about the pain points. To get at the pain points, you want to ask, "What were you struggling with before you reached out to Five Branch Massage & Wellness?" You want to ask questions about the solution. "What service did they provide? How did the therapist help you? What did they do to address your specific needs?" And then for the transformation, "What improvements have you noticed since using the service? How did it make a difference in your life?" These are the kinds of questions that you can ask.

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The conversation that you have with your customer for the testimonial can be conversational. It can be organic and natural. It's best if the testimonial interview is just a conversation between you and your customer, just a chat that you're having so that you can learn more.

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Ask them how they felt before and after. Ask them how it changed their life. Think about how you helped them could be inspirational to other people, and ask questions in that vein.

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As for a shot list, again, it depends on your needs and your budget. You could skip this part entirely, or you can plan on getting a few shots that show your customer engaging with you, with your business, with your product or your service. In the case of massage, can you get some images, video or photo, showing Kat's lifestyle, studying on her laptop as a PhD student? Show her greeting the massage therapist, show her receiving a massage. The images that illustrate the experience in a visual way that can be mapped to the narrative of the testimonial.

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You've reached out to your customer, you've made a plan, you've got your interviews, maybe your shot list. Now it's time to get together and get it on tape.

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Alright, so look, this is not a course about video production. There's only so much that I can cover in this free training. But like I said earlier, if you're feeling overwhelmed at this point, you can reach out. Let's schedule a Strategy Call, and we can talk about how my team can help you put this to work for you and your business. So just click that button if you need that support. Otherwise, let's carry on.

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And remember, I want to encourage you to not make the perfect the enemy of the good. What are your skills? What is your budget? Do what you're comfortable with. It's better that you do something here than nothing. If you're not comfortable getting your phone out or getting a camera and doing a video interview on your own, then just record them on Zoom. If you're not comfortable filming them on Zoom, then get together at a coffee shop, ask them those interview questions, and get the written account. All of these options are going to put you in a better place than you are now so that you can start creating more content to convert your visitors into customers with Customer Success Stories.

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If you do want to film your customer interview on your own, whether it's a phone camera or a better video camera or a Zoom webcam recording, you want to just keep in mind a few things.

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Ideally, you want to have decent light, a decent image, and decent sound. And honestly, these days, you can find consumer-level tools and accessories that can help you improve that image, light, and sound, even if you're doing the video DIY.

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So for one thing, whether you're filming on your phone camera or a better camera, get it on a tripod. You can find a tripod \$20, \$30. Keep that image stable. It's going to look a lot better that way.

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Get a key light on your subject's face. You can find something as low as a \$20, \$30 ring light, which is going to improve the image significantly.

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And as for audio, I really encourage you to record the sound on something better than just the in-camera mic, which is going to be sitting several feet away from your customer. Get a consumer-grade lavalier on Amazon that you can clip to their lapel. That's something you can find probably for 50 bucks or less on Amazon if you're on a budget. And all these things can help, whether you're meeting the customer and filming it on location or if you're doing a Zoom interview, just trying to get a decent image, decent light, and decent sound.

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If you're meeting the customer in person, you can meet at their home location, you can meet at your business, anywhere that's appropriate for that story and whatever you and your customer are comfortable with.

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You've got your camera set up, your customer seated in a chair. And what you want to do is you want to sit next to the camera. You want to be off screen, and you want to start asking them these questions, and ask them to talk just directly to you. They don't need to look at the camera like I'm doing right now. They can look off camera, and they can just have a conversation with you, and you want to get into it with them. You want to ask them those questions that you've prepared, but you also might want to go off script and just listen to what they're saying, ask them to elaborate on certain things, and just try to uncover the story as best as you can.

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If you're doing the recording on Zoom, the same thing applies. Just have a conversation with your customer. Make sure you hit Record and get the content.

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If you're meeting the customer in person, maybe you could bring a team member or a family member, someone who could also take some photos. Take some photos of your customer interacting with you and your business, interacting with your product, guided by that shot list that you prepared earlier.

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So now the filming is wrapped. What do you do with the footage? What do you do with that content you captured? Now that you've filmed that interview, you want to work from that file of the full interview and create as much content as you can.

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So if you want to do this DIY, you've got a free video editor on Mac called iMovie. You've got one on Windows called ClipChamp. You've got apps on your iPhone or Android phone that you can use to edit videos.

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Essentially, what you want to do is, first of all, you want to cut out the unusable stuff from the interview. So cut out your comments and questions, cut out pauses or times that the customer messes up or goes off topic, and just clean it up, clip it into a concise but full-length interview. And then that's your master interview recording that you can work from to create all the rest of the content.

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And then if you want to make a short version, you want to make a 30-second testimonial video or a 60-second video, at a minimum, just cut the sound bites that tell the story that you want to tell. Arrange them together. If you can, add photos and video clips layered over the relevant parts of your customer's interview just to make it more visually interesting. You can add a music track, you can add text, you can get creative, or really just do whatever you're comfortable with, whatever your skills and budget allow.

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If you want to work with a production company, they're going to take care of all this for you. You can also go the lower budget route and find a freelancer that you can work with on websites like Fiverr or Upwork who can do the editing for you.

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But what you want to do is you want to create different cuts. You want to create a 30-second story. You want to create a 60-second story. You want to make some shorter videos that speak to different pain points or different angles of what your business does for people. Imagine how useful having all this content can be for your business. You can interview one customer, you can interview two customers, you can interview three customers, and you'll never run out of content. And you'll be successful at making your customer the hero of your business's story by taking this approach.

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So now that you've got these Customer Success Stories created, how can you start putting it to work? Well, let's start by going to the source, which was your Google reviews. Google My Business lets you put a video up to 30 seconds alongside the photos that you add to your listing. Imagine how a customer who reads some of these accounts in your Google reviews can go and see a video right alongside the listing. So that's a real high impact way to make use of your Customer Success Stories to start.

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Now, of course, you're going to add these to your website. So can you add it above the fold on your homepage? Can you add it to a dedicated testimonials page? Can you add it to specific service pages? Depending on what the specific service was that you provided to a particular customer, you can put a story about that experience right on the service page. So use them liberally on your website.

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If you wrote that blog article, publish that as a page on your website or publish it as a blog post. If you have an email newsletter, you can create blurbs that refer people to to see blog posts about the Customer Success Story or to the videos.

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I want to see you make use of Customer Success Stories on your social media. So schedule them out on Instagram, on Facebook, on LinkedIn for multiple months and hit people with

different content, different customers, different angles, different video lengths. So you can really cement for your online audience how your business helps people.

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Some of our clients have gotten creative about how they've implemented these customer success stories in the real world. Can you share them on a TV screen or a monitor in your waiting area for people to see as they're waiting to receive the service? Can you show them at an event?

[00:27:05.03]

So by integrating your Customer Success Stories across all kinds of different platforms, you're creating a robust and evergreen content system that's going to support your marketing efforts over time.

[00:27:16.21]

Now that you've gained this knowledge, I want you to imagine what your life could look like if you put this to work. Picture waking up each day knowing that your marketing efforts are finally paying off. Your calendar is filled with appointments from clients who are eager to work with you. Your business is thriving, and you're no longer stressing about inconsistent sales.

[00:27:33.19]

Imagine the sense of relief and accomplishment as you're seeing a steady stream of new customers coming in, all because you've harnessed the power of your Google reviews and created these compelling Customer Success Stories. You're seeing a continuous flow of new business without the constant worry and guesswork. You're seeing more sales, more projects, more opportunities to expand. You're able to focus on doing what you love in your business because your marketing is running smoothly.

[00:27:59.23]

You're able to spend more time with your family, take those dream vacations, and finally achieve the freedom and the success that you envisioned when you started your business.

[00:28:08.08]

But here's the reality. Most people won't do anything with this knowledge. They'll continue to struggle, dabbling in random acts of marketing, hoping that something will stick. They'll waste time and money on tactics that don't work, feeling more and more frustrated as the results continue to disappoint. But if you've made it this far, I know that you are not like most people. You will stop hoping for results and start creating them. You will transform your business, your income, and your life.

[00:28:37.13]

And it starts with a choice, and it's a choice to take action. Have you made that choice? If so, we're now at a fork in the road. And you have two clear paths ahead of you. One of them is to

do it yourself. This path is for the self starter. If you're highly creative, you have more time than money, and you enjoy the challenge of doing things yourself, then DIY could be right for you. I've given you the tools and the knowledge to start. You can take what you learned today, implement it yourself, and watch your business grow.

[00:29:04.04]

Or you can have it done for you. If you want to see results faster, you lack the creative skills or the interest, you have some money to invest, and you prefer to focus on other aspects of your business, then working with me and my team could be the way to go.

[00:29:17.02]

Val, the marketing director at Sharpspring, decided to work with us to help her create Customer Success Stories about their agency clients who are users of SharpSpring.

[00:29:25.06]

Valerie from SharpSpring: "Our goal at the outset was to have a series of videos so that we could have, videos that were appropriate for social media, videos that were appropriate for use on landing pages and in emails, basically putting video in all the channels that we were using to market our service.

[00:29:42.10]

And that's what we have right now. We have a library of videos. They're extensive. They're talking to different pain points that our customers have, talking to different stages of the buyer's journey. And we have, in fact, seen better conversion rates when we inject video into the sales process. You don't have to be an expert. You just have to partner with the right production team, and Betterme Productions is the right team."

[00:30:05.16]

So we have an opportunity, and it's for small business owners, specifically in Florida. If you're a small business owner in Florida with 25 Google reviews or more, then we can help you create Customer Success Stories for your business.

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First, we'll meet on a Strategy Call to look at your reviews together and talk about which customers we can approach to create Customer Success Stories that illustrate how you helped specific people solve specific problems and change their lives.

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Our film crew will go to your or your customer's location to interview them and capture other cinematic and inspirational visuals that help support the story. And then we'll create high production value, multimedia content that you can use across channels to promote these customer stories.

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You'll get the full customer interview, a 30-second cut that you can use on your website and run as an ad, and you'll get bonus content, including a companion blog article about your customer's story, and a social media starter kit with headings, descriptions, thumbnails, and everything you need to promote these stories on social.

[00:31:00.01]

And like I said, this offer isn't for everyone. This is for small business owners that are ready to invest because they need professional and fast results.

[00:31:07.23]

These customer success stories start at \$2,800, and they're customizable depending on your needs.

[00:31:13.08]

And even though this price is far below the market value of everything that you're getting with this service, and we have a proven track record of working with clients for 10 years, creating Customer Success Stories that they and their audience love, we still want to reduce the risk for you, and we're including a completely insane and unreasonable guarantee. And this is completely unheard of in the video production industry. And that is that if you're not happy with the video that we show you, at the end of the day, we'll give you a refund, let you walk away, and scrap the video, no questions asked.

[00:31:44.03]

My team is busier than ever creating Customer Success Stories for clients all across the state of Florida.

[00:31:49.17]

But like I said earlier, I've opened up five spots on my calendar for the next two weeks so that I can have a Strategy Call with a few people, and we can go over an opportunity to create Customer Success Stories for even more businesses.

[00:32:01.08]

So if you're wanting to invest in creating high value content around your customers' stories and you need it delivered quickly and professionally, then let's have a call. So click the button on the screen and let's talk.

[00:32:11.20]

Thank you so much for being a part of this training. I really appreciate you. Feel free to reach out to me with any questions that you have, and I wish you all the best in everything that you do.

[Schedule a Strategy Call](#)