



**VELOCITY**

Your Dream Divorce Practice Can Be Yours!

Where Divorce  
Professionals  
GET READY,  
GET REAL, GET  
RESULTS!

# Social Proof Marketing

WORKBOOK



## BUILD YOUR SOCIAL PROOF

<p>Website -</p> <hr/> <hr/> <hr/> <hr/>	<p>Print -</p> <hr/> <hr/> <hr/> <hr/>	<p>Events -</p> <hr/> <hr/> <hr/> <hr/>
<p>Social Media-</p> <hr/> <hr/> <hr/> <hr/>	<p>Initial Consultations -</p> <hr/> <hr/> <hr/> <hr/>	<p>Email Follow Ups -</p> <hr/> <hr/> <hr/> <hr/>
<p>eBook/Book -</p> <hr/> <hr/> <hr/> <hr/>	<p>eMail Signature -</p> <hr/> <hr/> <hr/> <hr/>	<p>Other -</p> <hr/> <hr/> <hr/> <hr/>

## Testimonial Builder

<p>PROBLEMS : What problems do you solve?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>PROCESS: How do you take your clients from A to B?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>RESULTS: What results do you help your clients achieve?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>OBJECTIONS: What are some key objections that your projects have?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>VALUES: What would you most like your clients to say about you?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>IDEAL WORLD: Write your ideal testimonial</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

## Testimonial Interview

<p>What problems were you struggling with when you decided to hire us?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>What are 1 to 3 areas that we helped you with the most?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>What has changed as a result (be specific)?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>What main concern did you have about hiring us?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Who would you recommend our services to and why?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>What else would you like to add?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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