

Why do people REALLY Choose you?

This exercise can change how you market your business forever! Why YOU think people choose you over the competition can be very different than why they ACTUALLY chose you. There's no better way than to ask your past clients!

Instructions

1. Choose 5 of your past clients to call or 10 of your past clients to email.
2. Use the phone or email scripts attached.
3. Record their answers on why they actually chose you.
4. From the list of answers received, list the top 3 in the TOP RESULTS section below.

IMPORTANT: If talking with your customers on the phone, do not engage in conversation when they give their reasons WHY they chose you! The only thing you should ask is *"Is there anything else?"*

Phone Script

"Hello (their name), I hope you are doing well.
(*Chat for a minute or two about how they are doing*).

The reason for my call was that I am updating my marketing and would really appreciate your feedback on one simple question: With all of the choices you had out there, why did you choose me (us)?"

(*after they list their reasons, thank them for their time*)

Email Script

"Hello (their name), I hope you are doing well.

The reason for my email was that I am updating my marketing and would really appreciate your feedback on one simple question:

With all of the choices you had out there, why did you choose me (us)?" I appreciate your candid and honest responses.

Thank you for your time!

TOP RESULTS

1.

2.

3.