



The One Pager Shortcut Series **Marketing Your Business with Success Stories**

By Charlotte R. Farrior , The Coaching Connection
erf@corporatecoaching101.com

An effective and compelling way to market your business is through the use of success stories. What exactly is a success story? How does it market my business? How can I get started with my own success stories? Consider the following:

What exactly is a success story? A success story briefly describes how your business served a client/customer and what results the client/customer achieved. Think of this as a real life example of how your product or service helps customers achieve their goals or solve a problem.

How does it market my business? A compelling success story will include the original client problem or goal, the specific product or service used with the client, and some tangible results that occurred. Prospective customers can better understand what your product or service does and most importantly, see some actual results. This will make it even easier for them to make the “buy” decision.

How can I get started with my own success stories? 3 simple steps will get you started:

1. Write a brief description of your best success story. Include a. Problem or goal b. Solution implemented c. Client testimonial. This can be a few paragraphs at the most.
2. Get permission from the customer to use the success story and testimonial in your promotional materials along with actual company names and contact information. If you don't have permission, use generic industry categories to describe the company and position names to describe any people that may be involved.
3. Use the success story in the following ways a. Your website b. Your brochure c. Press/News release d. ezine or newsletter e. Article for publication f. Face-to-face exchanges and speeches.

Remember to ask for testimonials with all your clients/customers! Over time you will add new success stories to your portfolio as your business grows and the list of satisfied customers increases. Most satisfied clients are very willing to help in this way. Take a few minutes and add success stories to your marketing toolkit today!

