



# FIVE SCRIPTS TO RAKE IN THE PRAISE

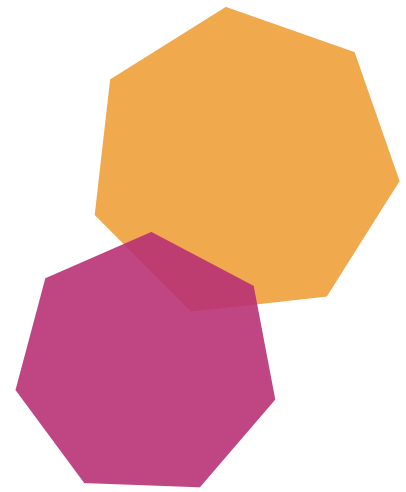
LIKE THE DELIGHTFUL,  
CHARMING, ESTEEMED  
**PROFESSIONAL**  
THAT YOU ARE.



## ZOMG!

Created by Promotional Wordsmith  
**ALEXANDRA FRANZEN**  
[AlexandraFranzen.com](http://AlexandraFranzen.com)

# HOW TO USE THESE SCRIPTS



## TO GET WHAT YOU WANT

Copy & paste them into an email—and send ‘em, verbatim. I don’t mind.

Or, better yet, weave them with your own words, by adding your personal colloquialisms, quirks, and signature expressions.

Tone them down. Spruce them up. Make them your own.

Most of all—*use them*.

Invite the praise you *deserve*.

Help the people who adore you *deliver it*.

**And revel in the PROOF of your ultra-fine work.**

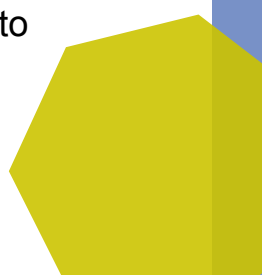
This bundle o’ joy includes FIVE scripts, each with a particular purpose. You’ll find scripts designed to:

- :: Confidently request a testimonial from a current client
- :: Prompt your client with questions, for highly-specific love notes
- :: Score a belated testimonial from a long-ago client
- :: Request advance praise for a brand-spankin’ new product
- :: Feed pre-written praise to your advocates + fans

I highly recommend priming your mind with this free article: [The Definitive Guide To Gathering A Torrent Of Testimonials \(With Dignity\)](#). It’s chock full o’ methods to garner praise for your work...besides the obvious: *asking for it*.

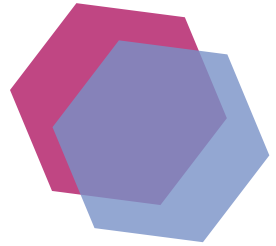
Love, crystals & Lady Gaga,

ALX



# SCRIPT! SCRIPT! SCRIPT!

**Designed to ::**  
Confidently request a testimonial  
from a current client



**Subject:** Effortless praise, and how to STUPEFY me with gratitude...

Hey there, <wonderful client's name>,

They say it's the clothes that make the man.  
In my world, it's the praise that makes the biz.

You've been such a joy to work with, and I'm wondering if you'd be willing to craft a short <testimonial / client review / blurb 'o praise> for my website?

Your words of support are like *solid gold* for my business.

And to make things ultra-easy (and dare I say, *fun*?) I've got a number of ways to capture your sentiments, and make 'em shine.

1. **I've crafted a series of Reflection Questions** that you can roll through and answer. These will help frame your thoughts, while giving me majorly useful feedback. **CLICK HERE** to start cruising.
2. **If writing just isn't your thing, how 'bout an audio testimonial?** You can dial into my phone line — <your number> — and record your message, after the beep. I'll convert it into an MP3, and away we go.
3. **Better still...I'd LOVE to see you on camera.** If you've got a webcam or flipcam, and feel inspired to tell the world about, well, ME...I'd be stupefied with gratitude. Just upload your raw video to [Vimeo](#) (or a file-sharing site of your choosing), send me the link, and I'll take care of the editing & polishing.

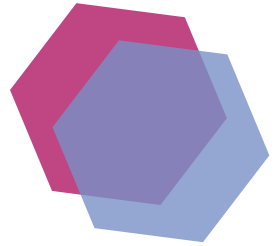
And it goes without saying — if public displays of affection simply aren't your thing, no worries at all. I think you're swell, and that's final.

<your signature>



# SCRIPT! SCRIPT! SCRIPT!

**Designed to ::**  
Prompt your client with questions,  
for highly-specific love notes



**Subject:** A quick mind-probe (I promise — it won't hurt a bit)

Hello again, <beloved client's name>,

Our time together has *just* about come to an end. You've been a gem to work with, and I'm hoping this experience gave you everything you wanted, plus a packet of organic, Himalayan sea salt & vinegar chips.

I'd love to collect your thoughts on my work, while everything's still bright & fresh in your mind. Be raw. Be honest. Be brutal, if needed.

Your feedback will help me hone my skills — and recommend a few next steps & resources, for you.

Major gratitude, for your time.  
Keep shining.

<your name>

## Reflection Questions

Your name:

Your email address:

Your website or blog:

: What was the <rock-bottom moment / tipping point / inner whisper / unsolvable conundrum / private desire> that prompted you to hire a <your job title>?



: Had you worked with a <your job title> before, or was this a brand-spankin' new adventure for you?

: What were you <struggling with / frustrated about / feeling stuck on / trying to achieve / striving to manifest>, when you first reached out to me?

: What was the most <surprising / delightful / transformative / life-shifting> part of your experience with me?

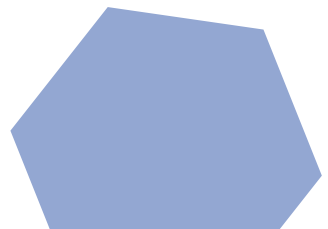
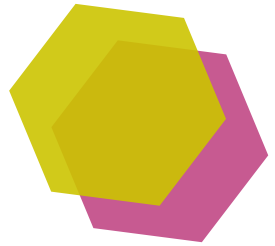
: Tell me about three tangible, measurable <changes / shifts / revelations / positive upswings / forward bounds> that you recognized in your <life / business / body>, during our time together?


: As our work came to a close, did you feel clear & complete? Or were there any <loose ends / unanswered questions / pieces to polish / topics we could've explored, more deeply>?

: Right now, in this moment: *what's next*? What are you <building / creating / devising / launching / striding towards>?

: Do you have everything you need, to achieve that big, thrilling goal?

: And last but not least: if a fabulous friend, family member or colleague said to you, "So, how'd it go with <your name>, anyway? Should I reach out to <him / her>?" — what would you tell them?





: Are you open to having me share your feedback in a <testimonial / client review / case study> on my website? (And don't worry — you'll be able to review & make edits, before anything goes live.)

You are a star.

Thank you for sharing your thoughts & reflections with me.  
Wishing you magnificent happiness & major momentum.

(And please — keep me posted on your continued success.)

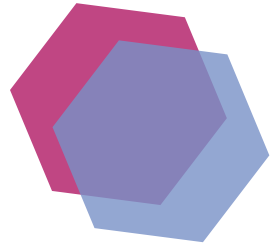
All my best,

<your signature>



# SCRIPT! SCRIPT! SCRIPT!

Designed to ::  
Score a belated testimonial  
from a long-ago client



**Subject:** A blast from the past (and a warm & fuzzy check-in)

Well hello there, <long-ago client's name>,

It's been <number of days / weeks / months> since we wrapped up our work together, and I've been thoroughly enjoying your <Facebook updates / tweets / blog posts / video interviews / growing portfolio>, and seeing you continue to bloom, in bigger & bolder ways. Hell YEAH!

I'm in the process of updating my <testimonial page / wall o' love / client review section> on my website, and I'm circling back to each of my recent (and not-so-recent) clients to grab their thoughts & reflections.

So, ahem, cough cough...could I collect a short statement from you, too?

I'd love to hear how our work together <flowed into / continued to improve / made a lasting impression on> your world, in the time since we parted.

And! I'd love to hear how I can help support you, in this next wave of your <life / business / wellness regime / creative blooming / professional excellence>.

Let me know if you're game, and I'll send over a few thought-prompts — or we can schedule a phone chat, and I'll gently probe your noggin for findings & feedback. (It'd be lovely to hear your voice, again.)

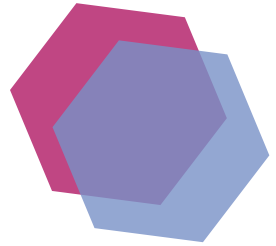
Be well & continue to rock.  
Many blessings, coming your way...

<your signature>



SCRIPT!  
SCRIPT!  
SCRIPT!

Designed to ::  
Request advance praise  
for a brand-spankin' new product



**Subject:** For your gorgeous eyes, ONLY.

Eeee! <Awesome person's name>!

Big, bombastic, bountiful news.

I've been hard at work over the past few <days / weeks / months / years / lifetimes> creating something pretty damn special.

It's a <book / program / product / guide / tip-sheet / magnum opus / world-changing philosophy / new technique / revolutionary methodology> called <title>. And it's going to <describe how it's going to ROCK the socks off the universe>.

And heavens to Betsy, it's DONE! Polished, proofed & tied with a bow.

I'm sending my baby to a micro-handful of magnificent people, in the hopes of gathering advance reactions, reviews, praise, feedback, and general applause & exuberance.

I'm launching on <date>, which is <number of days> from today. So if there's anything you'd like to share, give it to me raw. And give it to me fast.

THANK YOU for your support...  
...even if it's just good vibes, big smiles & cheeky winks.

With wiggly anticipation  
(and *wild* appreciation),

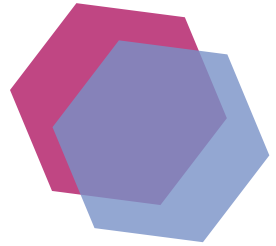
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# SCRIPT! SCRIPT! SCRIPT!

Designed to ::  
Feed pre-written praise  
to your advocates + fans



**Subject:** Spread the love. Get the cash. Make it rain.

Hiya & Hallelujah, <super-fan's name>,

I hope you thoroughly enjoyed your sneak-peek at my <book / program / product / guide / tip-sheet / magnum opus / world-changing philosophy / new technique / revolutionary methodology>. It was a joy to create, and I'm revving up for a supercharged launch. Which, incidentally, is just <number of days> away.

Want to help me spread the love? Online? Offline? Into the stratosphere?

I've got a handful of ready-to-roll quotables that you can copy & paste, straight into your social media feed. **HEAD OVER HERE** to grab the groovy promo wordage (and of course — tweak to your heart's content).

And better yet...become an affiliate for the <book / program / product> and include a shortened version of your affie link, whenever you tweet, post or toss your praise around. You'll earn <number of dollahs> for every click-through sale, plus my undying appreciation (and verklempt tears of gratitude).

**CLICK HERE** to enroll, and email <me / my assistant / my right-hand chica / my super-sharp sidekick / my brilliant & capable comrade> at <email> if you need any help at all.

And last but not least...there's a pre-written affiliate newsletter blast, **on this page**. If you like it...lift it, paste it, blast it to your people.

Your support means to world to me.  
Thank you to the moon, <super-fan's name>.

<your signature>





# HOWDY! (I MADE THIS!)

## ABOUT :: ALEXANDRA FRANZEN

**I'm a Promotional Wordsmith, Personal Scribe & Digital Poet—  
and your Secret Business-Building Weapon.**

As a copywriter-on-acid, I help righteous entrepreneurs break their own sound barriers, with whoa-nelly webcopy, sales page sorcery, and spooky-perfect ghostwriting. I've been lauded as "Spock, but with a sense of humor. And better hair," and was once pronounced "a unicorn, in human disguise."

Recent (and really fucking cool) clients include fire-starter [Danielle LaPorte](#), marketing megastar [Marie Forleo](#), international playgirl [Gala Darling](#), master intuitive [Hiro Boga](#), & a vibrant bouquet of branding and marketing agencies, including [Red Slice](#) and [d.trio](#).

When I'm not throwing neon-green lightning bolts during 1-on-1 [VELOCITY](#) sessions, you can find me [Twittering away](#), sippin' on cranberry kombucha and [blogging up a storm](#).

I love heart-shaped crystals, almond-poppysseed muffins, anything chartreuse, & obscure Finnish power-metal. Also Prokofiev. And Gaga. And ABBA.

**Let's make art together.**

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