



Five Scripts to rake in the praise

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

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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, meld them into your own words, by adding your personal colloquialisms, quirks, and signature expressions.

Tone them down. Dress 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 recommend priming your mind with this free article: [The Definitive Guide To Gathering A Torrent Of Testimonials \(With Dignity\)](#). It’s chock full of smart & sensible ways to gather praise, reviews, reactions & feedback.

Love, crystals & kombucha tea,



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 gobsmacked 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

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>?

SCRIPT

: 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?

SCRIPT

: 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

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

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),

<your signature>

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

<your signature>

About the Author

Alexandra Franzen



I want to live in a world where emails are short, love letters are brave, and ‘thank you’ notes are scribbled by hand.

I play every day by making up songs about my toast, planning outfits for when I’m fabulously elderly, and dreaming up new ways to shine up & serve the world.

I write about how to be a better writer. Which really means I write about being understood. Which really means I write about LOVE.

The basic nuts & bolts:

I’ve been spotlighted on over 50 blogs & radio programs on writing, communication, creativity and entrepreneurship, and in a handful of books, including *Grow Your Handmade Business*, *When Talent Isn’t Enough* and *The Declaration of You!*

My first print book — *50 Ways To Say You’re AWESOME* — will be released in September 2013. Mark your calendar. It’s gonna be MEGA.

You can find me online at AlexandraFranzen.com & on Twitter at [@Alex_Franzen](https://twitter.com/Alex_Franzen). (I’m allergic to Facebook, but I still want to be your friend.)

XO.

A stylized, handwritten signature in yellow ink. The signature appears to be 'Alex Franzen' written in a cursive, flowing style.



Want more?

I got you covered ...

If you LOVED the material in this script pack, there's plenty more where that came from.

Three things you can do next:

1. Hop over to [my website](#) & explore all of my laser-lucid lessons on communication, writing, self-expression, creativity & entrepreneurship. (You might want to start with [these 15 posts](#). They're awfully popular.)
2. Register for a [WRITE YOURSELF INTO MOTION](#) workshop. It's a weekend of wordsmithery with me & 20 new friends. I'll be teaching in 7+ different cities in 2013. See you on the road!
3. Prance over to my [SHOP](#) and treat yourself to another script pack or wee-book. They're pretty, practical & delightfully playful.

AND!

If this script pack — or any of my digital scribblings — made your day, made your week, triggered an epiphany, or helped catapult you forward, [tell me about it](#).

No one on earth can do what you do, in precisely the way that YOU do it.

XO & thank you for being in my orbit.