



## Testimonial Exercise

### *Reviewing yourself through your client's eyes*

List 3 of nicest things/testimonials anyone has ever said about you *not your services* (character assessment). **Then turn this around and use their words to describe yourself to clients or in networking events.**

Testimonial	How can you describe yourself using their language?
1.	
2.	
3.	

What you are looking for examples of benefits of working with you. Here is an example to show you how this works is:

Client's testimonial about you	How can you describe yourself using their language?
1. <i>'Ann has supported me with sessions on business development and "getting more clients". I found them really useful, in terms of identifying where my strengths and opportunities might be. Of course, ultimately it is down to me to go out and put it all into practice, but it</i>	<b><i>My clients tell me that I provide them with direction and confidence so that they can acquire more clients.</i></b> <b>Or</b> <b><i>My clients found that I provide useful coaching to enable them to</i></b>



*really helps to have someone give you that confidence and direction.'*

*David Sillitoe, Partner, Robinson Ralph*

***identify their strengths and see where their business opportunities lie.***

## Other relevant support I can provide for you:

- These blogs address a specific question and also updating your linked In profile;
  - Another way to use your personal brand statements is to craft a 'help' statement and use statistics: <https://www.yorkshirecoursesforlawyers.co.uk/how-to-gain-credibility-in-your-60-second-introduction-at-networking-events/>
  - For when you want to update your linked in profile which shows you to the professional world. <http://www.yorkshirecoursesforlawyers.co.uk/wenceslas-time-you-reviewed-your-linkedin/>
- To provide you with inspiration my book **Business Skills? Don't be daft I am a lawyer! Section 3 Chapter 3 How does your personal brand help you in your marketplace** documents the journeys of 29 legal business owners: <https://www.yorkshirecoursesforlawyers.co.uk/business-skills-book-order/>
- My business **coaching and mentoring** programme provides you with an industry expert who will help you to fast track your personal brand and assist you translating this into your business or service: <https://www.yorkshirecoursesforlawyers.co.uk/business-coaching-and-mentoring-programmes/>

**Contact me on 07921540039 for a no obligation chat about your needs.**

## Ann Page, Business Author, Trainer and Coach for the legal profession.

Ann Page, a Top 100 lawyer of the year (2003) has had a successful in-house 28-year career, working mainly in the financial sector. She switched from being a business lawyer in industry to a non-practising solicitor who teaches and coaches on business subjects in 2003. Since then, Ann has trained nearly 7000 lawyers on business skills including leadership, management and interpersonal skills.

Ann has always been active in various professional committees and currently she is Treasurer of the Yorkshire Sole Practitioner's Group, a member of the Professional Speaking Association, Professional Speaking Academy and Leeds Law Society.