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THE POWER OF TESTIMONIALS TO EXPAND YOUR CUSTOMER BASE

MARCH 18, 2016 BY DARNYELLE A. JARVEY

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If you are good at what you do (and you are) the moniker of your success comes in the form of client testimonials. Client testimonials is also known as a client success story and it is a summary of the work you've performed on behalf of your client and how that work has made a difference and helped them to achieve a new level of success.



There are three different types of testimonials:

- **Endorsement** – someone who knows you offers some kind words on your behalf. They are endorsing your work so that others may be inspired to hire you. These