

**Brrrrr! It's officially winter**, so welcome to the world of fabulous coats, warm woolly hats and cosy fascinators. I'm one of those annoying winter apologists, most probably because as a pale, round descendant of the Irish I find winter's fashions quite a bit more flattering than the harsh bareness of summer. If you're with me, raise your scarves in the air like you just don't care! This month, we look at that most tricky aspect of marketing, - the collection and use of that word of mouth staple, testimonials. Are those lovely little bits of praise that our clients happily share useful or not?. And while we're on the marketing trail, we have a very cool FAQ from one of our *AdHoc* readers, thanks Brad! Also check out our upcoming courses, including Marketing Boot Camp, and why not feel connected to your own kind and read my cheery little [blog](#). Until next time, keep warm, happy freelancing!

*Monica*



### Freelance F A Qs

*Dear Monica,  
Do you have a good script for making cold calls?* Brad

Cold calls are so vile that they bring chills to everyone, both the person making and the person receiving them. I get a lot of cold calls, many from people who sound like they're going to throw up down the phone. Not pleasant for either of us. And while I'd like to help, the trick is not to use someone else's cold call script, but to come up with one of your own. Think about who your potential clients are, and what they need. How can you address that need? How can you help them? And try the 'warm' call too—email first to tell them you're going to call, and give them the chance to opt out. If they don't give you the brush off, you can feel easier knowing that your call might be welcome.

Fancy an answer? Email Monica at [faq@freelancesuccess.com.au](mailto:faq@freelancesuccess.com.au) and we'll get back to you soon!

### Feature Article: Testing the Testimonial

There's some debate about the validity of testimonials as a marketing tool. I love them, others think that they're too easy to fake and therefore not useful in this cynical world. Here's some tips on how to get them, and use them, if you think they'll work for you.

We all know that word of mouth works, and testimonials in your marketing mean you can use praise to reach a wider audience in a controlled way.

What makes a good testie? They must be believable, firstly. Word of mouth hinges on being trustworthy and reliable. I ensure that whenever possible I use the real name of the testie provider and a contact email (with their permission) so cynics can chase them up if they need to. A photo and web link is great too.

The best testies also reduce the fear of the reader. If you can ask your testie providers to address any initial concerns they might have had, and talk about how you helped, you'll be miles ahead on the marketing track.

The best way to get a testie is to ask for it. If a client is happy and gives you a compliment, that's the perfect opportunity. They're already being generous, and probably won't mind giving you that compliment in writing.

You can also catch them in a more casual way. If someone is complimentary in an email or a thank you letter, use those golden words (with permission).

Where to use testimonials? Everywhere! Your website is the obvious place, but don't hide them on a separate page. Put them in strategic places. If you have a testie commenting on a particular service, put it on the page that highlights that service. If you have comments about your unique style or talent, put them on your portfolio pages.

You should also use them on your printed material, such as an information pack, brochure or resumé. If you use print ads, definitely put them there. You can tweet them too if you like. You could even tell a story about some career success on your blog (especially if it was a hard-won success), and include the relevant testimonial there.

Most importantly, don't be afraid. Testimonials are the lifeblood of reliable marketing.

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# AdHOC

The Freelance Success Newsletter

## What's Up Freelance Success?

### ◆ The three day Workshop back on in Sydney ...

... and of course you're invited! If you're ready to get serious about the business aspects of your creative freelancing, no time like now! Dates are... Friday 18th to Sunday 20th June  
Cost: \$495 inc. GST  
Venue: Entertainment Quarter, Fox Studios. For more info please send us an [email](#) or call the office on 02 9559 1901. You can also enrol directly [here](#).

### ◆ A friend of AdHoc has some awesome office space in Sydney ...

... In Darlinghurst, to be specific. It's a spacious 200 sqm open plan layout in a fun and friendly environment. There's desks with plenty of storage, 10 minutes walk to the city. Loads of light, views, secure top floor space. Rent is \$150 p/wk including broadband. If you're interested contact Ben on 0414 339 255 or email [ben@illegal.com.au](mailto:ben@illegal.com.au).

### ◆ We're still looking for people to be involved in our new Creative Marketing Boot Camp.

So we have this nifty new two-day practical workshop designed to help creative businesses and freelancers with their marketing needs. It's an intensive and practical course aimed at people who've already been freelancing for a bit, and need that little push to take their marketing to the next level. By the end of two days you'll have a marketing plan, with a focus on your branding, website and word of mouth. If you want to register your interest, send us an [email](#). The course will be held in Sydney later this year.

Next mailout... Friday 2nd July 10

*freelance success*

Business Skills for Creative People.

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