

✓ [Success Story Challenge Part 1: Zoom Recording Link](#)

✓ **Goal for Today's Training: (Creating the Success Story)**

**Highlight a Customer Success Story with and without Video for your future clients.

In today's training, we will focus on 3 parts:

- a) Identifying the right client?
- b) The interview session & assets
- c) Building out the page.

✓ **Getting started with the right mindset!**

1. This takes less time than you may think but is well worth it.
2. If NOW isn't a great time, add a calendar event for down the road to do this.

✓ [Playbook:](#)

✓ **Additional Pro-Tips:**

1. Who is your Ideal Customer? (Downsizers, relocators, etc?)
- ** You may end up making 2 or 3 success stories. (Think of the 80/20 rule.)
2. Creating the Zoom Call and a tool like [Otter AI](#) or notetaking to save time.
 3. Family Portrait or Home Memory Gift at the closing table.
 4. For "research purposes", this can give you key insights like a survey.
(Something may or may not be as important as your assumed it to be.)
 5. Evergreen Content. (Make 1 or 2 per year)
 6. Great in addition to your online reviews! (Not everyone has 100 online reviews)
 7. Lastly, be the "guide"! Your customer is the hero in this story. Not you.

✓ [Great examples from Dan Chin Homes](#) & [Check out previous Office Hours as well!](#)

✓ [Google Review Playbook:](#) (For those looking to get MORE reviews from Happy Clients)