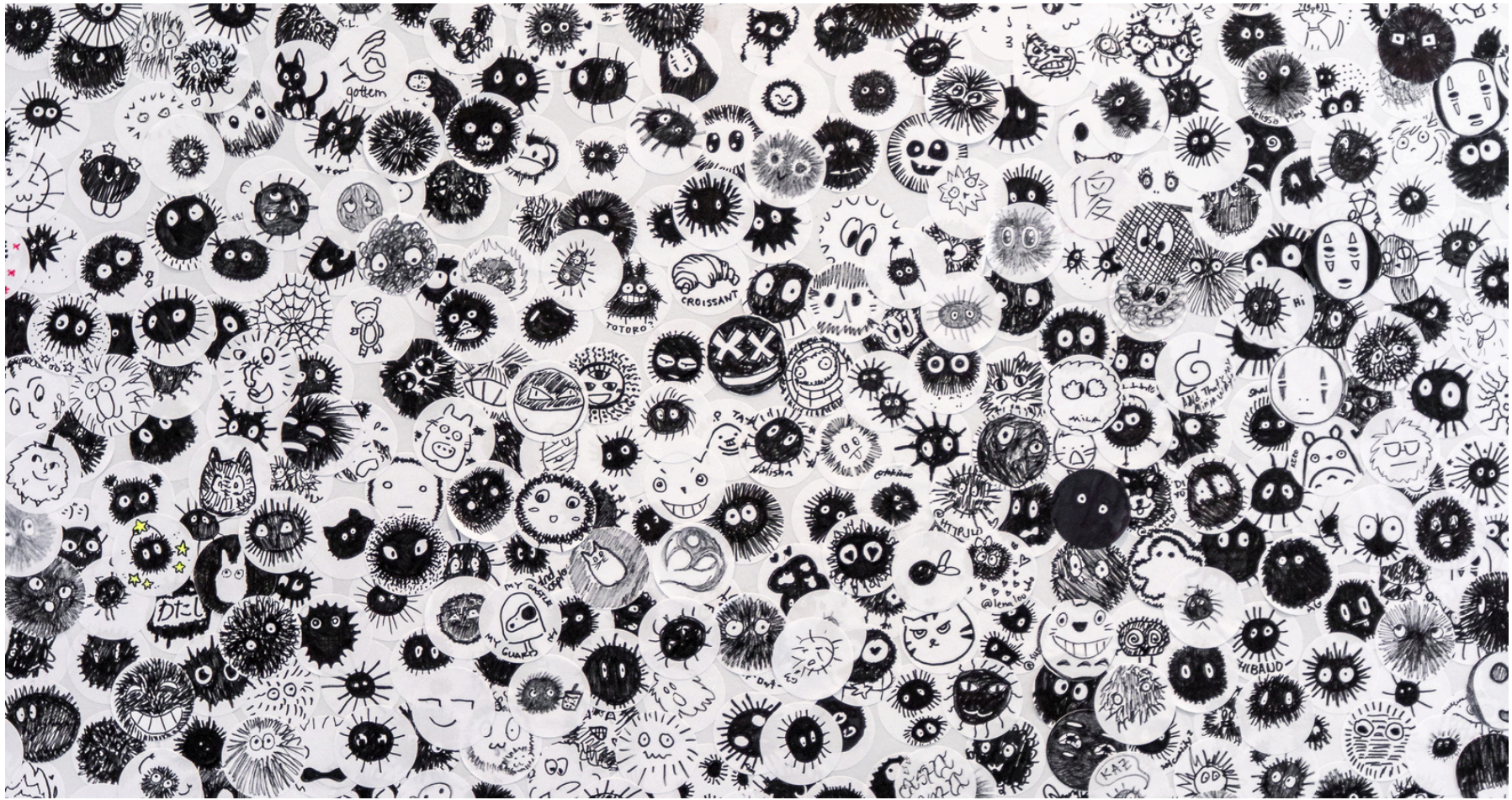


HAPPY CLIENTS



attract more happy clients



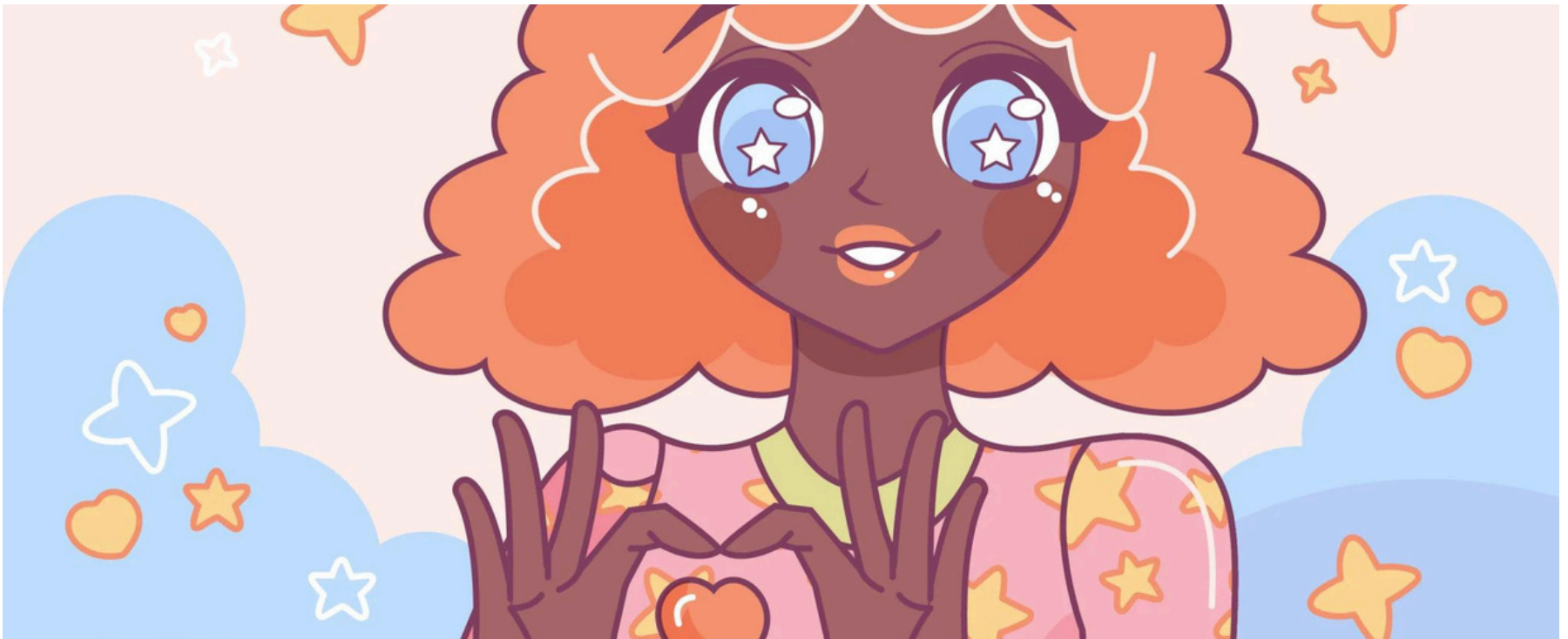
AN INVITATION



#bettertogether/details inside

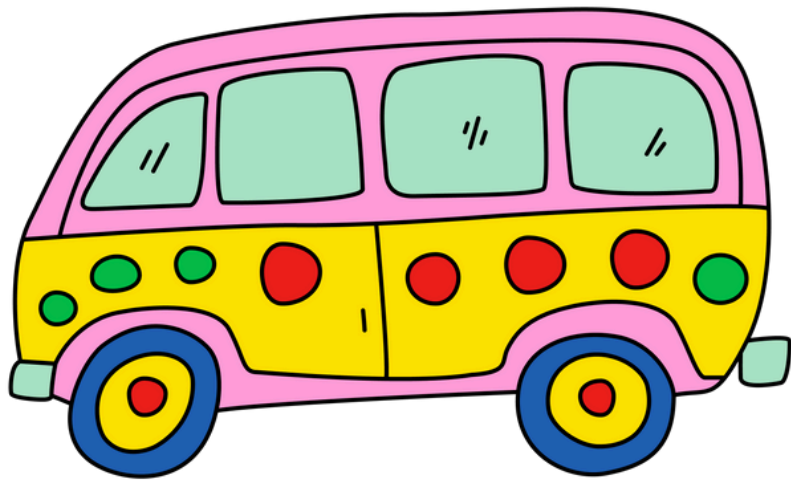
Share the love

a tiny book of big questions about amplifying your best reviews with
a wall of love to build your brand, business (and bank account)



Share the love. You've earned it!

You've been invited to this tiny course for a reason. You are doing great work in the world, and you've been rewarded with high praise from your clients, and community. Our mission is simply to show you how to amplify the 5 star reviews and testimonials that you've already earned from your clients.



SHARETHELOVE

THE **ONE** FACT ABOUT
DIGITAL LIFE THAT'S
NOT GOING AWAY?

ONLINE REVIEWS AND RATINGS ARE
HERE TO STAY.

WHETHER YOU'RE THE **GO TO**
AIRPORT CHAUFFEUR FOR YOUR
LOCAL RETIREMENT COMMUNITY
OR MAKE THE BEST MISO SOUP
IN THE CITY, WE LIVE IN AN AGE
WHERE OUR REVIEWS/RATINGS
AND FEEDBACK HAS A DIRECT
IMPACT ON OUR BUSINESS, AND
BANK ACCOUNT.



LET THEM SAY IT

Let Them Say it For You.

Many of us struggle to brag or boast about the nice things our clients, customers, readers, strangers, subscribers, fans or followers say about our words, and our work.

Collecting your favorite reviews and testimonials is a great way to “share the love” (and show off a little bit, too :) while **staying humble, grounded and grateful** for the appreciation you’ve worked so **hard to earn**

Here is the process in 5 simple steps

1. Pick a **wall of love SAAS** that meets your needs
2. Curate and collect your favorite testimonials
3. **Paste the code** on your blog, shop or website
4. Share your wall of love page on social media, on your newsletter, or just **keep reminding your mom** to check and see how much your clients love you like I do
5. Bonus points for: Reach out and incentivize past customers and clients to post an updated review
6. **For serious pros only:** tweak, critique, optimize, improve and automate the process by which every new client, customer, subscriber or sale adds a new review to your wall of love. Automate the process by email, and **incentivizing your audience to share the love**



note - we're going to cover all of this again later - so don't worry if none of this makes sense now!

Q & A

A tiny list of big questions about creating a wall
of love for your clients, customers and
community

What is a Wall of Love?

a dedicated landing page (or page(s)) on your website that features your favorite reviews, recommendations, enthusiastic endorsements and client/community testimonials.

LOVE
IS



Where do you customers and clients live? Yelp,
Google, Facebook, Instagram, Twitter, Tik Tok, **Amazon,**
Youtube, Linkedin, Reditt, TrustPilot? It matters not - you can gran
your views wherever they live - OR - simply invite your clients to
submit their own text and video reviews directly on your website,
blog or social media profile link.

What if I don't have a website? (1/2)

I recommend a simple, 1 page landing page for showcasing your reviews. This is ideal for sharing on social media, looks great, is super easy to edit and publish, and can be done for free (or at a very small cost)

What if I don't have a website? (2/2)

Unlike competitors like Linktree, you can also publish your page to your own domain name (rather than sending all of your traffic to Linktree, or Link in bio, or "About.me" and those sorts of sites.

Carrd is a good option - it's ridiculously affordable (\$19 or so for an entire year) and is ideal for 1 page websites specifically for social media traffic.

What's the Catch?

There is none. Wall of Love software has become ubiquitous over the last few years, simply because it works.

@sharethelove

The best way to build your brand on your own land

It's great to have tons of great reviews and testimonials across tons of different platforms, but it's tiring for your prospective clients and customers.

No one likes to bounce from site to site trying to get a good grasp on how good we are at what we do in the world.

And if you've ever spent Valentines Day at a super fancy French restaurant based on those stellar Yelp reviews that promised the best first date dinner & most eclectic menu in the tri state area, only to find out a day too late that the **Google reviews** were a bit less enthusiastic,

(but alot more accurate) you know this unfortunate truth already.

I'm not saying that happened to me of course. I'm just saying that if you order the Yelp recommended egg roll on a first date at a French Restaurant, don't expect things to go well, with your date - or your digestive system -you've been warned.



Share the Love



Can my clients leave video reviews?

Yes. Your clients can leave video reviews directly on your website. They can also leave text testimonials, and you can re-publish video reviews from other social media sites as well.

Can I publish my Amazon book reviews? (1/2)

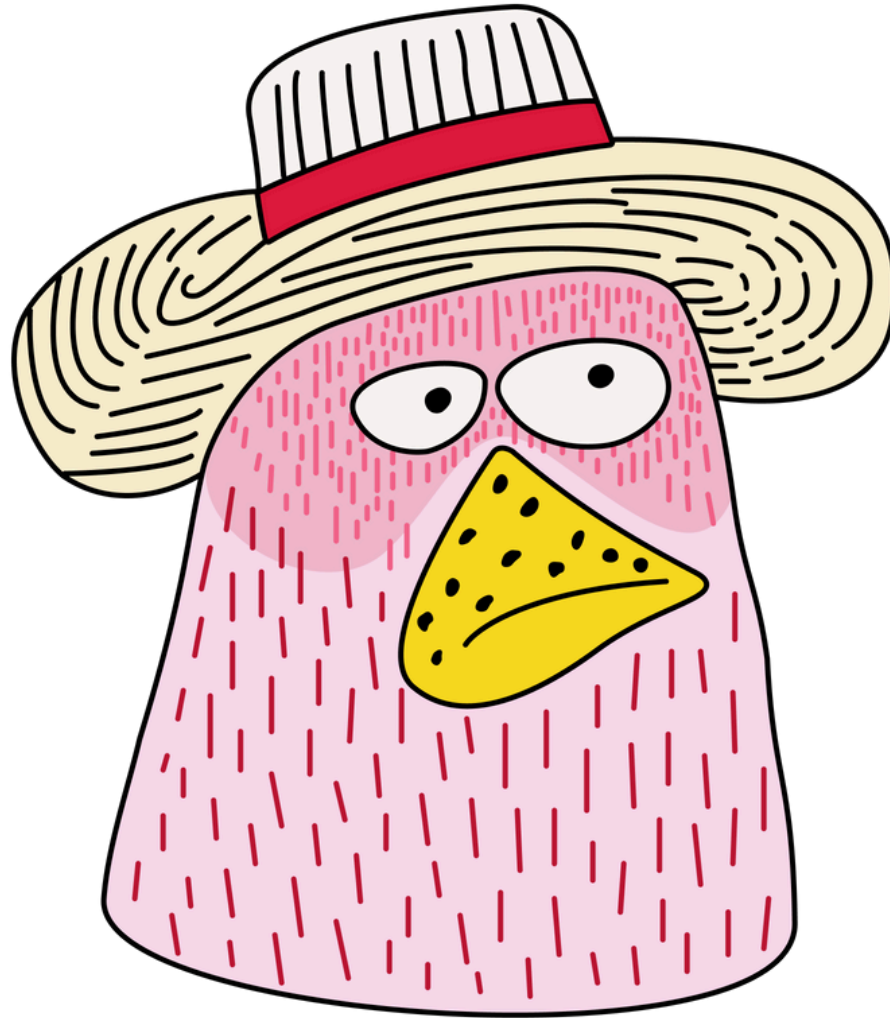
Absolutely. Not only can you publish your Amazon book reviews, you can ask your readers to post video or audio reviews of your book directly on your website.

A

Can I publish my Amazon book reviews? (2/2)

PS - reviews sell books better than anything else
- and video reviews from real readers,
enthusiastically endorsing your words,
and your work is the best free marketing your
books will ever find. (

(we initially created this tiny ebook for authors in
our **"A Tiny Book About...."** mental health
publishing community, before deciding to share
it more widely across our communities)



TELL ME MORE



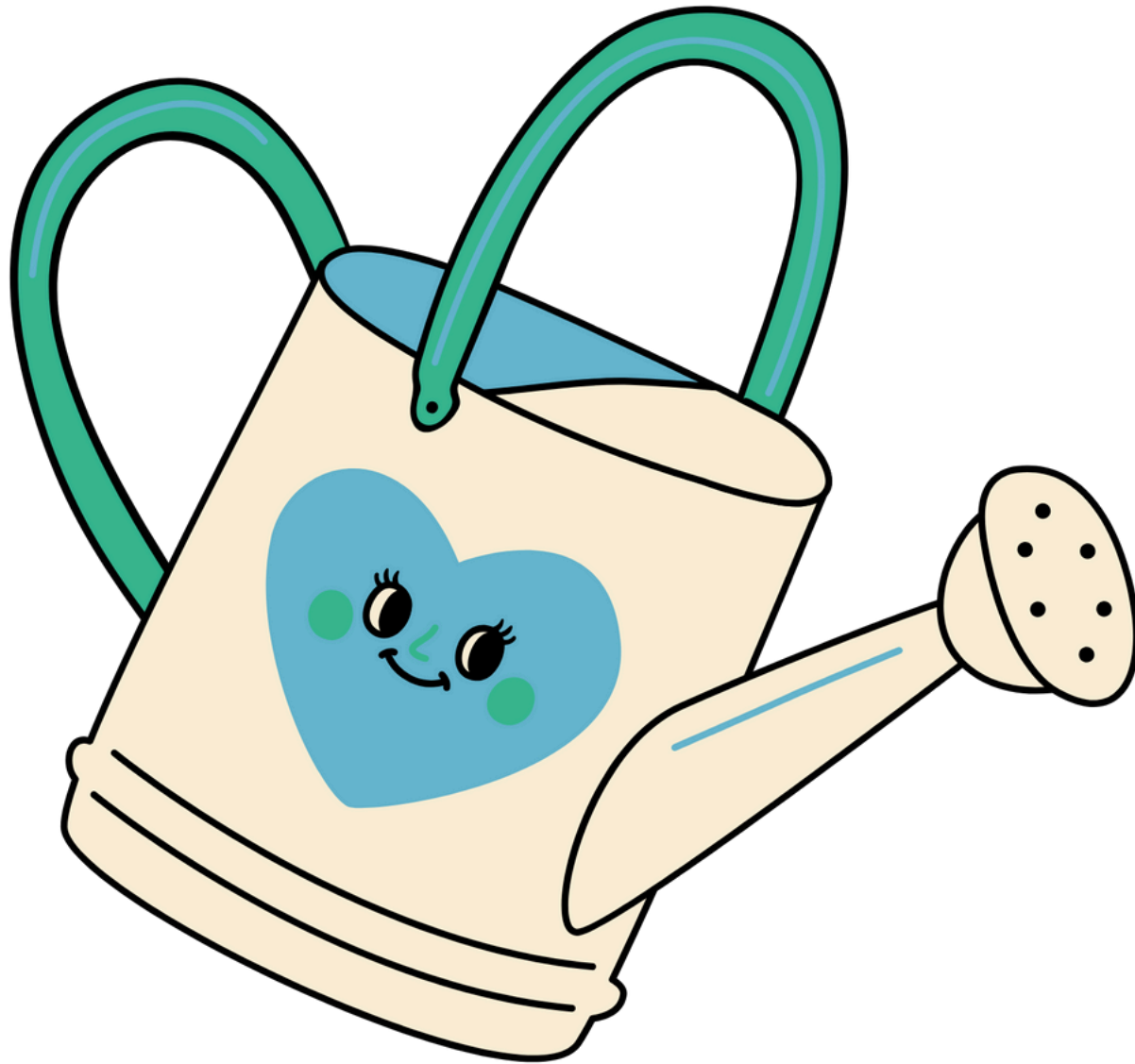
i'm all ears (PS.. Yes, I have ears, you just can't see them due to my cool hat)

#bettertogether

High hills feel easier to hurdle together.

Filter, Sort and Only Ampify Your Favorites

You can quickly sort your reviews by dint of date, rating, recency and other filters which ensures that people who land on your website **ONLY** see what you want them to - whether they are current clients, prospective clients, social media visitors or even strangers who are serendipitously stumbling by for the first time.



THE ART OF THE HUMBLE BRAG

plant, point & water your website!
watch how many new enthusiastic
endorsements and titillating
testimonials sprout and grow

I don't want a new website

I'm with you - neither do I. You can add your wall of love anywhere you want on your existing website in under 3 minutes.

A good place is your **shop**, services page, or any high traffic page on your existing website





Let them say it for you. There is no better way to sell a service that sells itself, than to allow your audience to become your the best ambassdors for your brand and business.



Share the love.

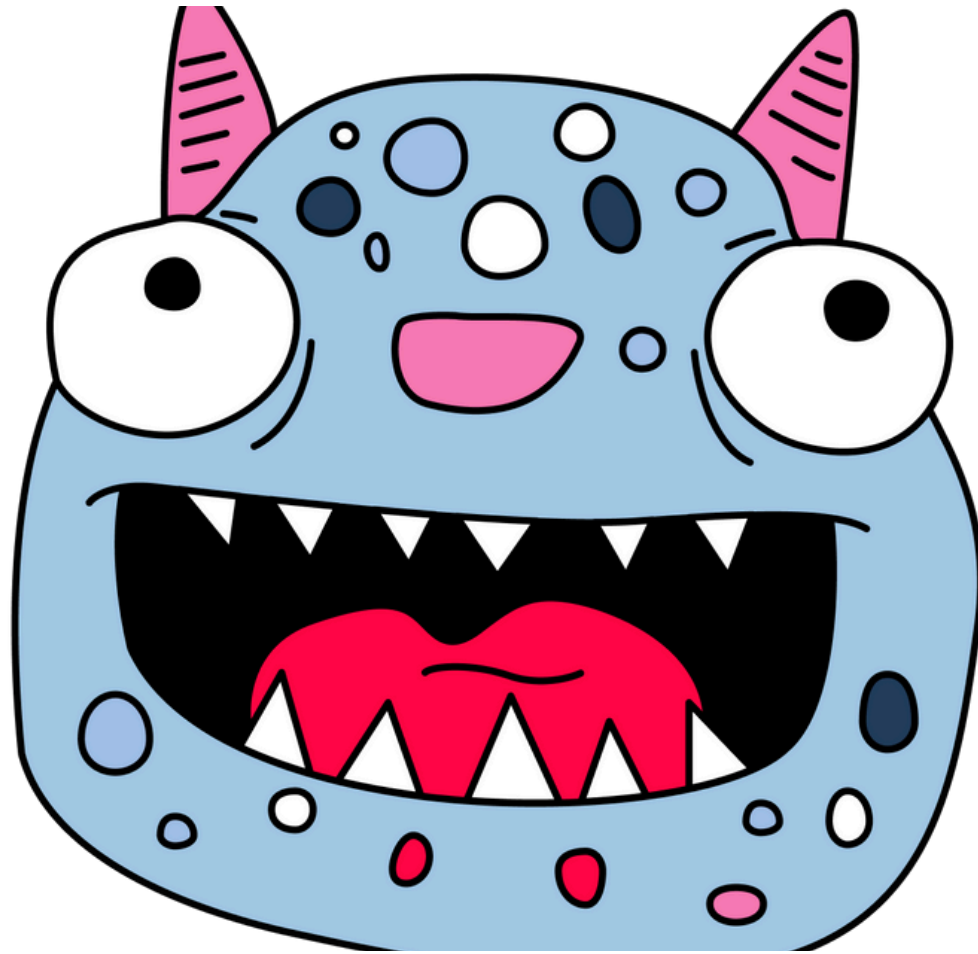
Is it Free?

Most wall of love/testimonial software that I've used is based on a "freemium" pricing model. If you don't have tons of testimonials you want to show off, it's free, but there are limits to how many you can publish on your website.

What about bad reviews that I don't like?

Unless you are like my Dad, who used to read the negative reviews out loud at family dinners for his medical practice, you just ignore the reviews you don't want to publish on your site.

*PS - Dad, we love you - and no, you **didn't** look as old as that mean guy said on Zocdoc, but we are glad you retired and are loving life in Florida while the rest of us deal with 40 degrees
:)*



BAD REVIEWS? ————— ignore them

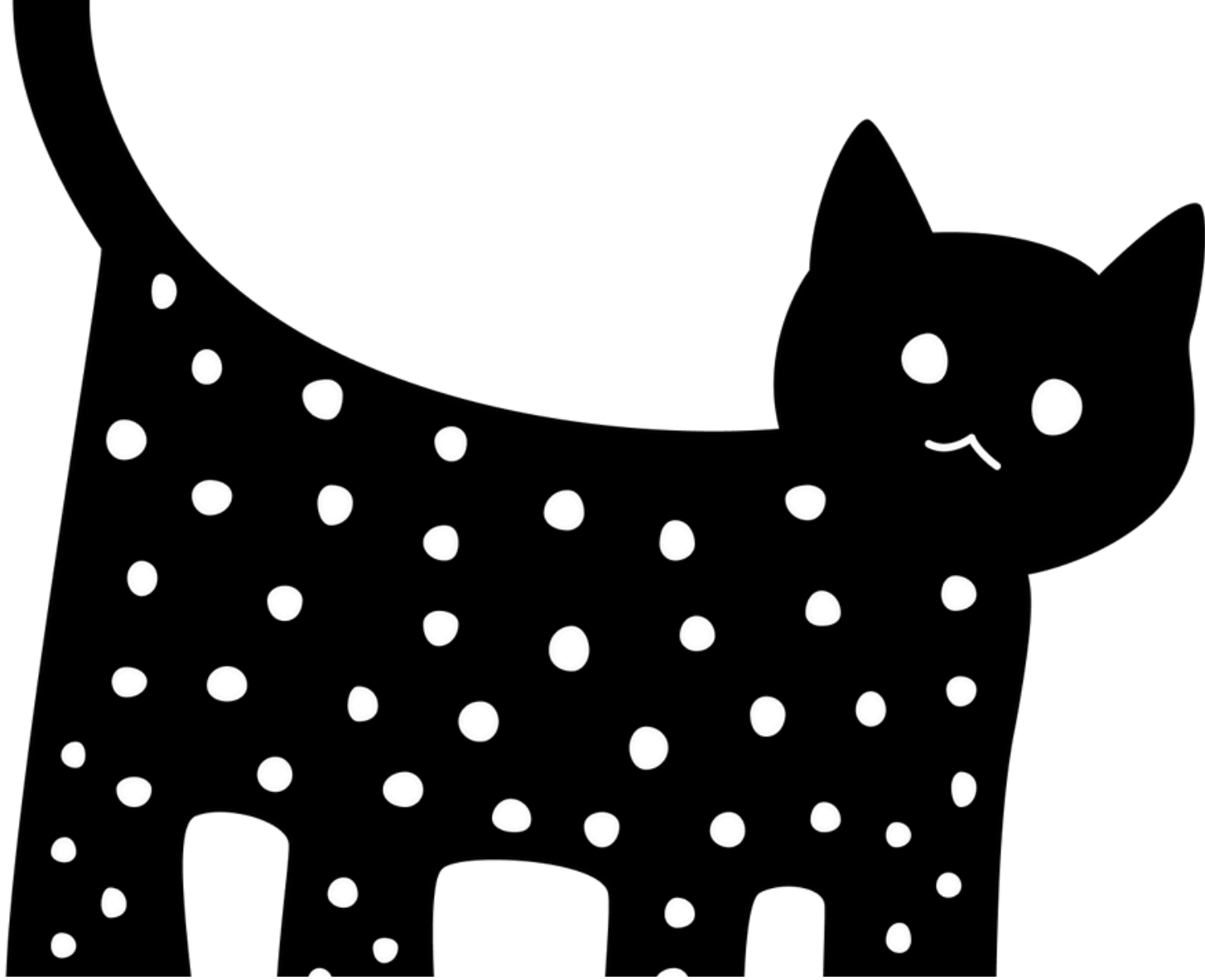
Start small. Think scale

Start with one. Overwhelm is a real enemy. Just pick one review, testimonial or review that makes you happy and test this process to see how it feels.

5 Steps

1. Pick a **wall of love SAAS** that meets your needs
2. Curate and collect your favorite testimonials
3. **Paste the code** on your blog, shop or website
4. Share your wall of love page on social media, on your newsletter, or just **keep reminding your mom** to check and see how much your clients love you like I do
5. Bonus points for: Reach out and incentivize past customers and clients to post an updated review
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Uh....Help?

Don't panic! We want you to **share the love you've earned from doing the work you love**. If you're stuck, we're always happy to help! (note - we share this course as a free resource for our clients and community - but if you're stuck and need a nudge, give us a shout!)

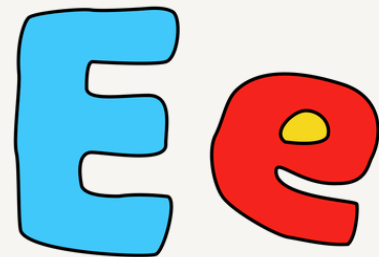


Our Mission

to inspire authors, artists, entrepreneurs & our professional peers to cultivate clients (and communities) that elevate and inspire - and make a meaningful difference in mental health, spiritual growth, self care, community wellness and enlightened entrepreneurship in the lives of our readers, subscribers and niche neighbors.



HAVE QUESTIONS? ASK AWAY - [MINDFULMARKETPLACE@GMAIL.COM!](mailto:MINDFULMARKETPLACE@GMAIL.COM)

The logo consists of two lowercase letters, 'E' and 'e', rendered in a playful, hand-drawn style. The 'E' is light blue with a thick black outline, and the 'e' is red with a thick black outline. The 'e' has a small yellow circle in its center, resembling a smile or a lightbulb.

#ENLIGHTENEDENTREPRENEUR

TEACH WHAT YOU KNOW. DO WHAT YOU LOVE.
WAKE UP THE WORLD WITH YOUR WORK!

**ALONE WE CAN CHANGE A NEIGHBORHOOD.
TOGETHER WE CAN CHANGE THE WORLD.**



THANK YOU



We appreciate you!

#bettertogether



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