



## Congratulations on choosing The Disc

You have made the first step to winning new clients and gaining a competitive advantage. The next steps will show you how and why you have just made a great decision; The Disc really is a unique and fabulous form of marketing, Once completed our guarantee will be in place.

### Step one

Ticked

Make sure you have your **social media feeds** in place, this is the new way to be found; global brands are spending millions of pounds on social marketing

### Step two

Ticked

Incorporate gaining testimonials into your every day work and make sure all of your team know you want testimonials as you cannot do it alone, testimonials are a great message to send out via social media as they are quick supportive and really **reflect your companies ethos and professionalism**

### Step three

Ticked

Put your short URL link into your company email signature, this let's everyone receiving your company emails to check your reviews and **be confident placing business with you**

### Step four

Ticked

Ensure all of your staff own a LinkedIn account and are connected to your Twitter account; this really gets a **positive message out to all of your customers and competition**

### Step five

Ticked

Make sure you have your testimonials on your website, (get the code from us), **helps your SEO** and converts your pipeline faster for example if someone recommends a restaurant to you, you are far more likely to go to it really is that simple

### Step six

Ticked

When your cards arrive, make sure you have them in your possession at all times, you never know when you will need them or have an opportunity to **get a good testimonial or even better a referral**

### Step seven

Ticked

Send the cards out to all of your customers for the past two/three years. This will remind them of you and raise your chances of winning a new referral, **(an accountant won over £10,000 in new business just by doing this)**

### Step eight

Ticked

Use your testimonials in all of your other advertising, be proud that you are the most recommended in your area, you have been nominated by your customers. **If you were looking for you, how would you want to be found?**

### Step nine

Ticked

**Thank your customers personally for giving you testimonials**, name them where possible

### Step ten

Ticked

**Get the local press to promote you**, use our press release template, simple and easy, then send it out to your local papers, even upload onto [free-press-release.com](http://free-press-release.com), positive press